JULY 17, 1950

BROADCASTING TELECASTING

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WOR

is the greatest audience-building, sales-producing, habit-forming station in America!

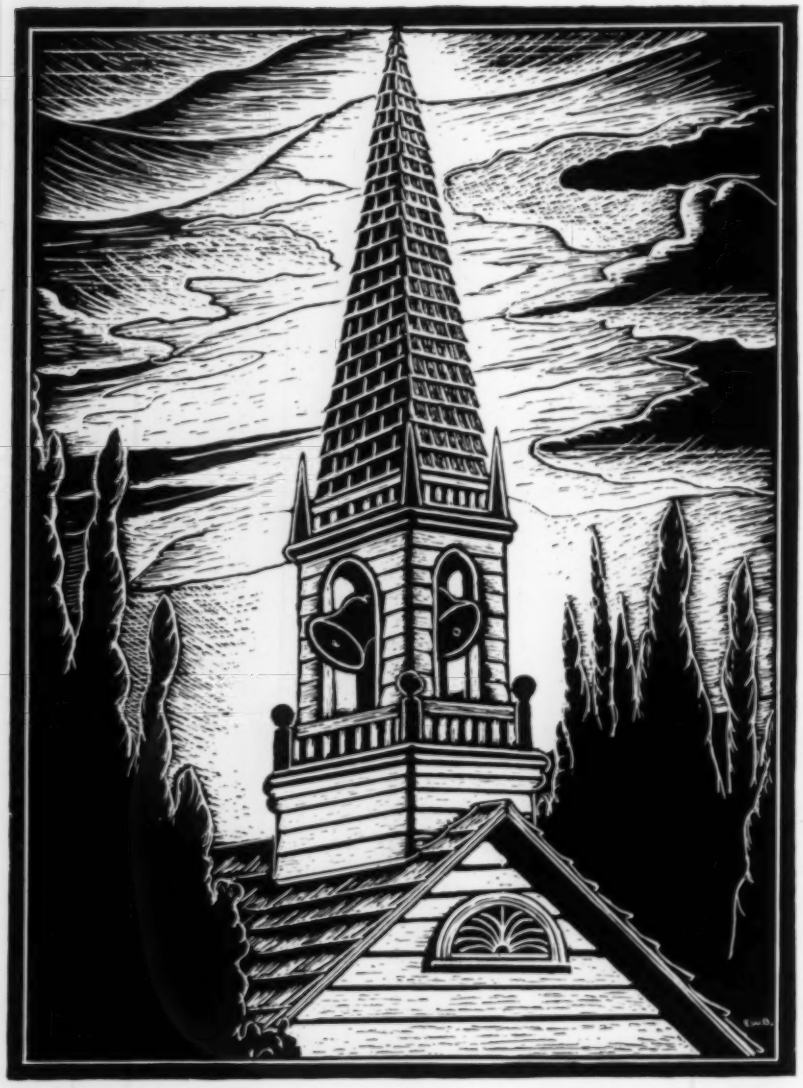
This is proven in a startling new booklet which you may have received. If you haven't, a postcard, telephone call, or letter, will bring you the proof.

WOR

—that power-full station—
is pleased to present the most startling series of statements ever issued by an American radio station.

the address is
WOR
that power-full station
at 1440 Broadway,
in New York
LOngacre 4-8000

XUM



Church Bells Ring..

and the substantial family people of Midwest America are called to Church ...for religion is deep-rooted in the small towns and farming communities that dominate the Midwest...and church bells sound the answer to a basic need in all the 217 counties where WLS is counted a helpful friend as well as a radio station...

CHURCH BELLS RING...and with equal fervor and loyalty, Midwest families gather at their radios to enjoy "Little Brown Church of the Air" and its radio pastor, WLS' Dr. John W. Holland, for 18 years a regular visitor in most of the 1,840,320 farm and smalltown radio homes within easy listening of our 50,000-watt, clear channel broadcasts. So church bells symbolize the kinship between listener and broadcaster...a kinship we believe to be unique in all radio, both as a channel of service and a means of achieving unusual advertising results.

WLS CHICAGO 7 The PRAIRIE FARMER STATION

CLEAR CHANNEL Home of the NATIONAL Barn Dance

890 KILOCYCLES, 50,000 WATTS, ABC NETWORK—REPRESENTED BY JOHN BLAIR & COMPANY

Let's talk about MARKETS

We at WOAI are proud of the great Southwest- . . . . we're proud of the part WOAI plays in Telling and Selling the folks who listen to us three or more times weekly as shown in the new BMB survey. *In the 480 counties where families listen to WOAI regularly at night, live 9,281,000 people. Last year they spent nearly six and one-half billion dollars over retail counters. The 217 counties which report regular daytime listening have 4,770,000 people who spent over three and one-quarter billion dollars.* You need a BIG salesman to reach the BIG Southwest. These earning and spending people have the WOAI listening habit! To sell the great Southwest use WOAI. Call Petry.

Market Data Copr. 1950 Sales Management Survey of Buying Power; further reproduction not licensed.

NBC - TQN

Represented Nationally By

EDWARD PETRY & COMPANY, Inc.

New York • Chicago • Los Angeles
St. Louis • Dallas • San Antonio
Detroit • Atlanta

THERE IS NO SUBSTITUTE FOR

CLEAR CHANNEL · 50,000 WATTS

WOAI

SAN ANTONIO

IN THE SOUTHWEST

ished every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Closed Circuit

FIRST emergency measure, if any, to be invoked by President Truman, according to usually well informed sources, will be in price, wage and job spheres to nip inflationary spiral before mobilization and industrial conversion begins. Presumably prices, salaries and job assignments would be frozen.

NAME MOST frequently heard as successor to Maurice B. Mitchell, who leaves NAB's Broadcast Advertising Bureau Aug. 15 to join NBC's executive AM sales staff (see story page 15): Eugene S. Thomas, general manager WOIC (TV) Washington, sale of which by Macy organization to *Washington Post*-CBS (WTOP Inc.) now waits FCC approval. Mr. Thomas slated to return to WOR-TV New York executive staff. It is known, however, that NAB top command look favorably upon his 15 years experience in WOR organization as fitting him admirably for Mr. Mitchell's successorship.

NATIONAL census figures showing radio and television homes to be available in December, based on Census Bureau sampling of housing data. Provisional total to be broken down by North, South and West divisions. State and county radio-TV homes to be announced in mid-1951.

GENERAL FOODS (La France), through its agency, Young & Rubicam, New York, preparing spot announcement campaign starting Aug. 3 for four weeks, using mostly women's participation programs.

NOW AT BAT before FCC, in executive session, is color TV issue. When that's disposed of—by Aug. 1 it's hoped—Commission will consider Transit Radio case and related issues involving storecasting, Muzak, et al. Staff report, which won't necessarily be followed, quibbles over whether these FM off-shoots actually constitute "broadcast service" within terms of act, with tendency to veer toward view that most of them are not performing service for which they were licensed.

F. SCHUMACHER & Co., New York (fabrics), preparing participation program radio campaign using 16 stations in as many markets, for eight weeks starting early in September. Lawrence Boles Hicks Inc., New York, is agency.

WHILE FCC proceeds on "business as usual" basis, it's no secret that Commission level is concerned about money and manpower. Facing 10% cut in its $6,625,000 recommended budget, along with move in Senate to superimpose second 10% slice, FCC would have to further sharply reduce what it regards as an already under-staffed organization. Moreover, large percentage of its engineers and lawyers are in military reserve subject to call in event of mobilization.

NEXT defense move, from broadcasting standpoint, may be appointment by NAB of broad-

(Continued on page 70)

Upcoming

July 27-28: NAB Board BAB Advisory Committee, NAB Hdqrs., Washington.
Aug. 7-8: NAB FM Committee-Station meeting, NAB Hdqrs., Washington.
Aug. 10-13: AFRA Convention, Sheraton Hotel, Chicago.
Aug. 14-15: NAB District 17, Benjamin Franklin Hotel, Seattle.

(Other Upcomings on page 25)

Bulletins

FIFTH ARMY, comprising 13 Midwest states, names Schoenfeld, Huber & Green, Chicago, to handle all advertising for its Army and Air Force recruiting. Campaign includes radio and TV.

SEN. SCOTT W. LUCAS (D-Ill.) in Senate Friday urged that immediate voluntary censorship steps be taken by radio and press. He cited current instances of news dissemination that contained information of possible value to the enemy.

BUREAU OF STANDARDS RADIO LAB APPROVED

EMPHASIS by Sen. Ed Johnson (D-Col.) on importance of Bureau of Standards radio laboratory spurred Senate approval of $134,000 in funds for construction of plant in Boulder, Col., and increased contract authorizations totaling $1,234,000. Senate Appropriations Committee had deleted provision for $5 million laboratory in report (see early story page 22).

Boulder plant would further research on methods of preventing Russian jamming of radio frequencies and elimination of "blind spots" in spectrum, as well as radar, Sen. Pat McCarran (D-Nev.), sponsor of amendment, told the Senate.

SEDGWICK JOINS ABC

WILLIAM P. SEDGWICK, former sales promotion manager for Edward Petry Co., New York, joins ABC spot sales department as assistant to Ralph E. Dennis, in charge of spot sales development.

SIMPERS GETS NEW POST

ROBERT S. SIMPERS, former president, Simpers Co. Inc., New York, and account executive, J. Walter Thompson Co., New York, joins Hewitt, Ogilvy, Benson & Mather Inc. as account executive for Nestea.

PAUL WESTON TO CRI

PAUL WESTON, former musical director for Capitol Records Inc., New York, named by Columbia Records Inc., New York, as West Coast director of artists and repertoire and West Coast musical director of Columbia's Popular Record Div.

BEN POLLET NAMED

BEN A. POLLET, former advertising and sales promotion manager, Pioneer Scientific Corp., becomes account executive at William Von Zehle & Co., New York.

Business Briefly

ALL STARS BROADCAST ● Wilson Sporting Goods Co. and General Mills plan joint broadcast of football game between College All Stars and Philadelphia Eagles, Chicago, Aug. 11, 9:30 p.m. EDT, on MBS.

GRUEN SPONSORS ● Gruen Watch Co., Cincinnati, sponsors *Blind Date* on ABC-TV Thursday, 9:30-10 p.m., beginning Sept. 2. Agency, Stockton, West, Burkhart Inc., Cincinnati.

WAAF NAMES ● WAAF Chicago, 1 kw 950 kc, has appointed John E. Pearson Co. as station representative, effective immediately.

DAIRY SIGNS ● American Dairy Assn. (fluid milk and cream) to sponsor 7-7:30 p.m. CDT portion of hour-long *Paul Whiteman Teen Club* on ABC-TV beginning Aug. 2. Agency, Campbell-Mithun, Chicago.

NEW ENGLAND POPULATION UP 10.3% FROM 1940

FIRST REGIONAL report by Census Bureau shows gain of about 10.3% in population of six New England states between 1940 and 1950. New England's population figure rose from 8,437,290 to 9,305,767. Breakdown, showing 1940 comparison to 1950, follows: Connecticut, 1,709,242 to 1,994,818; Maine, 847,226 to 907,205; Massachusetts, 4,316,721 to 4,711,75[illegible]; New Hampshire, 491,524 to 529,881; Rhode Island, 713,346 to 786,324; Vermont, 359,2[illegible] to 375,786.

New York's total city-limit population climbed from 7,454,995 in 1940 to 7,841,610 in 1950, population figures for U. S. cities disclosed. Data for other cities over 100,000, supplementing figures in BROADCASTING, July 10, follow for 1940 and 1950, respectively (incorporated limits only): Pittsburgh, 671,659 to 673,756; San Antonio, 253,854 to 405,973; St. Paul, 287,736 to 310,155; Wichita, 114,966 to 165,374; Albany (N. Y.), 130,577 to 134,38[illegible]; South Bend, 101,268 to 115,402.

NO SERIOUS CUTBACK SEEN IN RADIO-TV PRODUCTION

MILITARY's Korean war needs for electronic equipment and component parts probably will be met "without serious cutbacks" in radio-TV civilian production, Robert C. Sprague, president, Radio-Television Mfrs. Assn., said Friday. Overall requirements not expected to exceed 20% of industry output—may be only 10% to 15%—according to present estimates.

Noting that entire resources of industry would be required in event of all-out mobilization, Mr. Sprague felt it is "far better prepared" than at outbreak of last war. He cited expansion, particularly in component field, due to TV sales jump.

Mr. Sprague's statement issued following military procurement conferences with military officers and officials of National Security Resources and Munitions boards. Sessions covered preliminary plans for voluntary operation of manufacturers in expediting program. Further discussions to be held as military needs crystallize, RTMA said.

You miss more than half the rich Pittsburgh market if you don't reach the big areas OUTSIDE the city limits!

From the 1948 Census of Business, recently released, advertisers can learn a vital lesson about Pittsburgh and its metropolitan area.

The Census shows that in the Pittsburgh market, ***more than in any other,*** the areas outside the city are important to reach. Figures tell the story: in 1948, when "in city" sales hit a walloping total of $871 million, "outside" sales exceeded $1,096 million.

HERE'S A CITY-BY-CITY COMPARISON, PERCENTAGE-WISE, OF SEVERAL OF THE MARKETS LISTED IN THE CENSUS:

Market Area	*"In City" Sales*	*"Outside" Sales*
New York	63.4%	36.6%
Chicago	72.6%	27.4%
Detroit	69.1%	30.9%
Pittsburgh	**44.3%**	**55.7%**
St. Louis	62.9%	37.1%
Washington	74.8%	25.2%

Why settle for less than a *complete* advertising job in this, the nation's sixth market?

Obviously, you need a station with the power and the popularity to get your message across to the buyers in that big 55.7% of the market *outside* the city limits.

That station, unquestionably, is KDKA.. one of the nation's *great* stations!

For details on KDKA's sales performances, and on availabilities, write or telephone to KDKA or to your Free & Peters representative.

Get all your Pittsburgh potential .. and more .. through

KDKA

PITTSBURGH
50,000 WATTS
NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • WOWO • KEX
KYW • KDKA • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

GET THE STORY...

How just one announcement brought . . .

10,000 REQUESTS FOR "CISCO KID" MASKS

Holsum Bakery reports "Cisco Kid" is a terrific bread salesman! A single offer of "Cisco Kid" masks stampeded the kids. Although these masks were to be distributed by dealers, the following day, impatient youngsters stopped Holsum trucks that same evening—demanding masks! Next day, the entire supply of 10,000 masks was distributed! The station reports: "Could have used 40,000!"

All over the country, the "Cisco Kid" is breaking sales records for many different products and services. Write, wire, or phone for details.

SENSATIONAL PROMOTION CAMPAIGN — from buttons to guns—is breaking traffic records!

This amazingly successful ½-hour Western adventure program is available: 1-2-3 times per week. Transcribed for local and regional sponsorship.

FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK HOLLYWOOD

Here's the Sensational
LOW-PRICED WESTERN
That Should Be On Your Station!

BROADCASTING
TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Offices:
870 National Press Bldg.
Washington 4, D. C. Telephone ME 1022

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WASHINGTON HEADQUARTERS

SOL TAISHOFF, *Editor and Publisher*

EDITORIAL: ART KING, *Managing Editor;* J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Tyler Nourse, Jo Hailey, *Assistants to the News Editor.* STAFF: David Berlyn, Lawrence Christopher, Mary Cross, Tom Hynes, John Osbon, Ardinelle Williamson. EDITORIAL ASSISTANTS: Estelle Dobschultz, Kathryn Ann Jones, Pat Kowalczyk, Doris Lord, Wilson D. McCarthy, Jean D. Statz; Gladys L. Hall, *Secretary to the Publisher.*

BUSINESS: MAURY LONG, *Business Manager;* Winfield R. Levi, *Assistant Advertising Manager;* George L. Dant, *Adv. Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadi, Phyllys Steinberg, Judy Martin; B. T. Taishoff, *Treasurer;* Irving C. Miller, *Auditor and Office Manager;* Eunice Weston.

CIRCULATION AND READERS' SERVICE: JOHN P. COSGROVE, *Manager;* Elaine Haskell, Grace Motta, Lillian Oliver, Allen Riley, Warren Sheets.

NEW YORK BUREAU 488 Madison Ave., Zone 22. *PLaza 5-8355;* EDITORIAL: Edwin H. James, *New York Editor;* Florence Small, *Agency Editor.*

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1. *CEntral 6-4115;* William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28. *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, *ELgin 0775;* James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

*Reg. U. S. Patent Office

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Subscription Price: $7.00 Per Year, 25c Per Copy

Proof of Strength IN TRUSCON TOWERS OF STRENGTH

Tower on KSRO Hit By Plane

Two navy fighter pilots fro[m] the Aircraft Carrier Boxer narrowly escaped injury yesterday in two separate mishaps at Santa Rosa Naval Air Base.

Yesterday morning a VF-8 fighter piloted by Ensign J. P. McCarthy brushed a wing against one of Radio Station KSRO's 194-feet high transmitter towers. The impact sent approximately eight inches of the plane's wing—aluminum, fabric and landing lights—fluttering to the ground.

The aircraft, however, did not go out of control. The pilot zoomed close to the ground, apparently discovered the plane was still navigable, and turned towards his Alameda Naval Air Station base. Two companions flew a protective escort at his side.

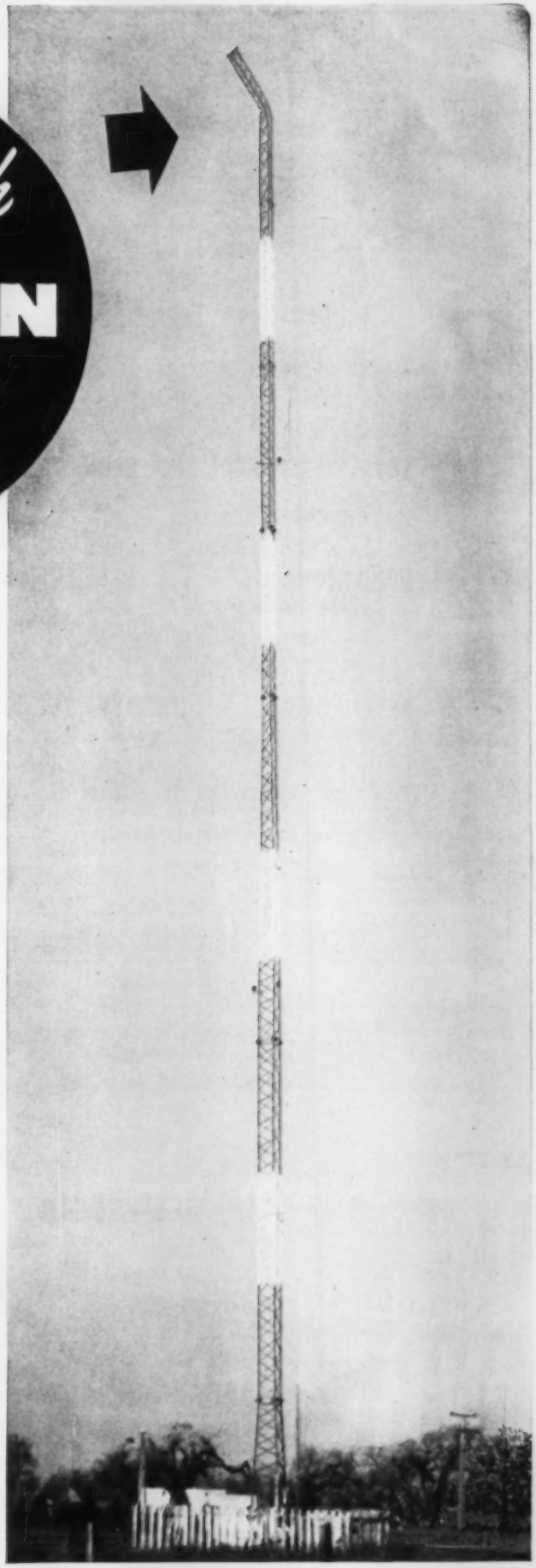
AT APPROXIMATELY 3 p. m., a similar type fighter groundlooped and was badly damaged as it set down for a landing at the Santa Rosa strip.

The pilot, Lt. (j.g) J. G. Rickel, was uninjured except for minor scratches.

The earlier mishap bent about 10 feet of the KSRO tower but did not force the station off the air. In fact, station attendants were unaware of the accident until mid-afternoon when shifts were changed and nearby residents carried over some of the wing pieces that fell from the plane.

Note particularly the last paragraph of this interesting news story, giving the details of an accidental and impressive test of Truscon Radio Tower strength.

Ability to stand up under the most unusual operating conditions is a characteristic of Truscon Towers of Strength. Throughout the world these strong, sturdy fingers of steel are setting new performance records. Truscon draws upon this background of world-wide experience to engineer and erect exactly the type of tower needed for each particular operating and geographical condition. Your phone call or letter to any convenient Truscon district office, or to our home office in Youngstown, will bring you immediate, capable engineering assistance.



TRUSCON SELF-SUPPORTING AND UNIFORM CROSS SECTION GUYED **TOWERS**
TRUSCON COPPER MESH GROUND SCREEN

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

the *Long Island* story

IN THE U. S. HEMPSTEAD IS

3rd Net **INCOME PER FAMILY $8,799**
Net **INCOME PER CAPITA $2,512**

17th **TOTAL NET INCOME $884,271,000**

25th **FOOD STORE SALES $115,158,000**
$1145 per Family

38th **RETAIL SALES $380,311,000**
$3784 per Family

LATEST *CONLAN SHARE OF AUDIENCE*

"A" NETWORK — 50 KW	27.0
WHLI	**26.2**
"B" Network — 50 KW	14.3
"C" Network — 50 KW	12.1
"D" Network — 50 KW	9.0
All Other Independents Combined	11.4

DATA SOURCES:
Sales Management—1950.

•

Conlan—Feb. 1950. Hempstead, N. Y., Sunday through Saturday. 8:00 A.M. to 5:30 P.M.

•

BMB Study #2

63% B M B IN HEMPSTEAD

"THE VOICE OF LONG ISLAND"

WHLI 1100 on your dial
WHLI-FM 98.3 MC
HEMPSTEAD, LONG ISLAND, N.Y.
ELIAS I. GODOFSKY, *President*

agency

WILLIAM T. JOHNSON, ABC Hollywood writer-producer, to J. Walter Thompson Co., Hollywood, as talent buyer and frame-work writer for CBS *Lux Radio Theatre*. Replaces **HARRY KERR**, resigned. **LOUIS SILVERS**, show's musical director for past 11 years, resigns to enter TV in N. Y. No replacement named.

JESSE LIDE, vice president in charge of sales and advertising General Plywood Corp., Louisville, rejoins McCann-Erickson, Chicago, in executive capacity.

FRED R. JONES, copy chief-account executive Abbott Kimball Co. L. A., to Platt-Forbes Inc., S. F., as creative director.

MARK MARTIN, Gardner Adv., St. Louis, to Buchanan & Co., N. Y., director and executive vice president; **JEROME GRODSKY**, merging Gerome Adv., St. Louis, with Buchanan, becomes director and executive

on all accounts

"RADIO has come a long way," Mark Schrieber, head of Schreiber Advertising, Denver, muses as he reminisces over his pioneer days as "board man," platter-spinner, log-keeper and even floorsweeper at KFUM (now KFOR Colorado Springs).

Mark was only 14 then but he was destined to win recognition as "The Voice of the Rockies" and new laurels for himself in the agency field on the strength of his radio and sales experience.

After a stint as vice president and partner of Ball & Davidson, Los Angeles and Denver advertising firm, Mark last August opened his own agency in Denver.

Behind Mark's success is a career of diversified interests and talents. In fact, his voice is still heard on radio sets throughout the Rocky Mountain empire, describing basketball and football games. Closely identified with Denver sports the past few years, Mark has covered over 500 play-by-play basketball games coast-to-coast, including 10 consecutive National AAU championships, as well as the 1938 Colorado-Rice Cotton Bowl contest for KOA-NBC Denver.

His background also embraces five years of college coaching and public relations work, and a four-year stretch as sports columnist for the *Denver Post*.

Besides his sports activities, Mark had been closely associated with the sales side of radio during the '40's. He served as salesman at KL Denver as well as sports director for the CBS affiliate. In 1941 he moved to KMYR and doubled as sales manager and sports director, helping to build the station to a prominent position in the Denver market.

This relationship last until Mar ventured into the advertising fie with Ball & Davidson where he remained until last August.

Mark heads a staff of 11 people who turn out one of the largest quota advertising in Denver today. His radio billing alone runs well into six figures with time placed on 35 stations.

MARK

A staunch advocate of "honest straight-forward radio," Mark holds no forte for operators who indulge in deals or double and triple spots; or for advertisers who want to "test" radio's selling impact. "Radio doesn't need testing, it proved itself long ago," he remarks.

Mark was born in Burlington, Iowa, in 1914 and was reared in Southern California. He is a golf enthusiast (a leading amateur on the Lakewood Country Club team) and also is becoming an author on thoroughbred horse racing. In addition, he is business manager of the Denver Chevrolet basketball team and a director of the National Industrial Basketball League.

Mark and his wife Margery, whom he married while in college, have one son Rick, 7.

beat

vice president in charge Midwest operations; **KENNETH BUCHANAN**, head of public relations Elgin Watch Case Co., to director and vice chairman, and **ERNEST KLEIN**, associated in fields allied to advertising, to director Buchanan & Co. **PAUL GAYNOR**, J. M. Hickerson Inc., N. Y., named to Buchanan as vice president.

GEORGE A. FLANAGAN, copy supervisor on Decca Records Inc., Texas Co., and other accounts at Cunningham & Walsh, N. Y., named copy chief all general business.

WALLACE H. WULFECK, research director-vice president Federal Adv., N. Y., to William Esty, N. Y., as vice president.

MEL KAMPE, promotion manager, WIL St. Louis, to join Lindell Adv., same city, as production director.

GEORGE A. McMORAN appointed office manager and assistant comptroller Cunningham & Walsh Inc., N. Y. With firm and predecessor, Newell-Emmett Co., since 1941.

ELY A. LANDAU, TV head Moss Assoc., N. Y., to Emil Mogul, N. Y., as head of TV department.

LEON MEADOW, copy supervisor, Hanly, Hicks & Montgomery, to Ted Bates & Co., N. Y., copy staff.

JOHN P. BERESFORD, sales manager, Taylor-Reed Sales Corp., N. Y., to Cecil & Presbrey Inc., N. Y., as account executive.

JOHN FREESE, head motion picture production Young & Rubicam, N. Y., appointed technical director TV commercials.

THEODORE D. SIEGEL and **PAUL T. SPRINZ**, with Blaker Adv. Agency, N. Y., since 1913 and 1918, respectively, continue with Dowd, Redfield & Johnstone, its successor, as account executives.

JACK DAVIS, disc jockey and assistant station manager, WQUA Moline, Ill., opens American Recording Adv. Agency, 1715 15th Ave., that city.

BEN A. POLLET, advertising and sales promotion manager, Pioneer Scientific Corp., to William von Zehle & Co., N. Y., as account executive.

MARION LAW Jr., head public relations department Budd Co., Phila., to Hewitt, Ogilvy, Benson & Mather, N. Y., as public relations director.

JIM TAYLOR, producer-director WBKB (TV) Chicago since 1947, to Ruthrauff & Ryan's Chicago video department.

PAUL A. CAREY, copywriter Fletcher D. Richards, N. Y., copy department Geyer, Newell & Ganger, N. Y.

FRANK COCCO to E. J. Lush Inc., New Haven, Conn.

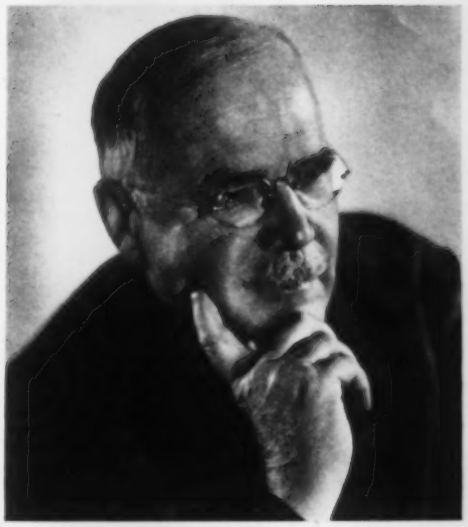
RICHARD W. SMITH, account executive and branch manager Griswold-Eshleman Co., Louisville, to Doe-Anderson, same city, as account executive.

DON FRANCISCO, vice president J. Walter Thompson Co., N. Y., named general chairman managing committee for national essay contest for high school students sponsored by Advertising Federation of America.

PAUL FRANKE, account manager, Dan White & Assoc., El Paso, resigns to join Republic National Bank, Dallas, heading advertising section.

WILLARD B. GOLOVIN Corp., N. Y., elected to membership in American Assoc. of Adv. Agencies.

PEARSON ADV. Inc., N. Y., moves to 250 Park Ave.



H. V. Kaltenborn

Undoubtedly the dean of American news analysts —a regular habit with millions of listeners coast-to-coast—perfect vehicle for your commercial messages and now. . . .

Co-op in Rochester

to reach Western New York's richest market—a unique combination of highly paid industrial and professional workers and a 15-county area of prosperous farm land—

On the No. 1 Station

WHAM—the 50,000 watt, clear-channel station which provides BMB primary coverage of 15 counties—dominant superiority over any other Rochester station—plus "bonus" secondary coverage which draws mail from 23 states.

Available in September

Three times weekly: Mondays, Wednesdays and Fridays, 7:45 to 8:00 P.M. Put this powerful program on your fall plans NOW—and see your George P. Hollingbery Co. representative for full details.

WHAM

ROCHESTER, N. Y.

Basic NBC—50,000 watts—clear channel—1180 kc

17 new advertisers on ABC-TV

Business is booming at ABC Television . . . 17 brand-new sponsors, 17 exciting new shows, in less than two weeks! Look at this list!

IRONRITE
(BROOKE, SMITH, FRENCH & DORRANCE)
Hollywood Screen Test
7:30-8:00 Mon.

THE CHRYSLER
SALES DIVISION OF THE CHRYSLER CORPORATION
(McCANN-ERICKSON)
Treasury Men in Action
8:00-8:30 Mon.

GREEN GIANT CO.
(LEO BURNETT)
The Art Linkletter Show
7:30-8:00 Fri.

GRUEN WATCH CO.
(STOCKTON-WEST-BURKHART)
Blind Date
9:30-10:00 Thurs.

ARTHUR MURRAY DANCE STUDIOS
(HUBER HOGE & SONS)
Party Time at Arthur Murray's
9:00-9:30 Thurs.

Pharma-Craft Corp.
American Safety Razor Corp.
(RUTHRAUFF & RYAN)
The Sugar Bowl
9:00-9:30 Mon.*
*alternate weeks

SUN OIL CO.
(HEWITT, OGILVY, BENSON & MATHER)
National Football League Championship Games
2:00 Sun.
PRO FOOTBALL GAME HIGHLIGHTS
8:30 - 9:00 Fri.

PROCTER & GAMBLE
(DANCER-FITZGERALD-SAMPLE)
BEULAH
7:30 - 8:00 Tues.

THE GENERAL SHOE CORP.
(RUTHRAUFF & RYAN)
Acrobat Ranch
11:30 - 12:00 Noon Sat.

AMERICAN DAIRY ASS'N
(CAMPBELL-MITHUN)
TV Teen Club
8:00 - 8:30 Sat.

BEST FOODS, INC.
(EARLE LUDGIN & CO.)
The Betty Furness Show
10:00 - 10:30 Fri.

TO BE ANNOUNCED
A motor-car manufacturer teams up with a famous columnist
9:00 - 9:30 Tues.

TO BE ANNOUNCED
A lively audience-participation show, a home-appliance sponsor
7:30 - 8:00 Wed.

TO BE ANNOUNCED
A big Sunday-night show—with a big automotive sponsor
7:30 - 8:00 Sun.

TO BE ANNOUNCED
A famous full hour in radio—soon on TV, with a half hour already sold!
9:00 - 10:00 Wed.

They'll be in good company on ABC-TV

TO BE ANNOUNCED
Watch for the announcement of this full-hour Friday night dramatic show—coming soon (sponsored) on ABC-TV
9:00 - 10:00 Fri.

ABC
TELEVISION

General Mills
(Dancer-Fitzgerald-Sample)
The Lone Ranger...
Thursday 7:30 - 8:00

The Goodyear Tire and Rubber Company
(Young & Rubicam)
Paul Whiteman Revue...
Sunday 7:00 - 7:30

Canada Dry
(J. M. Mathes)

M & M Candies
(William Esty Co.)

Peters Shoe Co.
(Henri, Hurst & McDonald)
Super Circus...
Sunday 5:00 - 6:00

Admiral Corp.
(Kudner Agency, Inc.)

P. Lorillard & Co.
(Lennen & Mitchell)
Stop the Music...
Thursday 8:00 - 9:00

Ronson Art Metal Works
(Grey Advertising)
20 Questions...
Friday 8:00 - 8:30

Kellogg Company
(Kenyon & Eckhardt)
New Program
Sunday 6:00 - 6:30

Blatz Brewing Co.
(Kastor, Farrell, Chesley & Clifford)
Roller Derby...
Thursday 10:30 - 11:00

Packard Motor Car Co.
(Young & Rubicam)
Holiday Hotel...
Thursday 9:00 - 9:30

Here's Archer!

GENE ARCHER

WRC's Gene Archer, to be exact. Gene's delightful, hour-long mid-day program features the Cliff Quartette's individual music, popular records . . . **plus** Gene Archer's own brilliant baritone style.

Participation in this choice time period (12:15-1:15 PM, Monday through Friday) promises business in Washington. An impressive list of current national spots amply supports Gene's selling story.

Audience loyalty of "Here's Archer" offers an immediate association with a "Name Performer" in the Nation's Capital.

A few choice availabilities remain, contact WRC directly or NBC Spot Sales.

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON
WRC NBC
5,000 Watts • 980 KC
Represented by NBC SPOT SALES

feature of the week

MANY radio stations try to attain a home-like appearance, but KRLD Dallas' studio in Fort Worth, Tex., is a step ahead. It not only looks like a home but is one to W. H. (Hal) Noble, Mrs. Noble, and their huge Persian cat. They are the residents of the gray-green frame house on Fifth St. which has carefully weeded flower beds, a cool side porch shaded by a large hackberry tree, an old fashioned door with brass knocker—and a broadcasting studio.

Mr. Noble, who is 76, first visited the house 70 years ago when an aunt lived there. But it became a new experience when Tom C. Gooch, chairman of the KRLD board, invited him to live in the house as the station's representative. Having retired after 30 years with The Texas Co., Mr. Noble knew little about radio, but in the five years he has been associated with the home-studio he's picked up a lot of know-how.

The broadcasting studio consists of two microphones and an office with control panel and is used when KRLD broadcasts originate from Forth Worth. A principal duty of Mr. Noble is to answer queries on the telephone, a pastime that can become quite a job when, for example, KRLD had transmitter trouble and was off the air for 55 minutes. During that time, 75 persons called Mr. Noble asking for the cause of the trouble as well as the usual information as to when the station would be back.

strictly business

OLIVER B. CAPELLE, sales promotion manager of Miles Labs, Elkhart, Ind., is convinced that radio is a powerful medium. He was convinced back in 1935 when Alka-Seltzer was airing its original show, the *National Barn Dance*, on the Blue Network.

In a facetious moment Mr. Capelle wrote a verse about a June bride, and comedian Uncle Ezra read it on the air, offering a copy gratis to anyone writing in. Request for 18,000 copies of the ditty was adequate testimony to Mr. Capelle of the far reaching effect of radio advertising.

Before moving to Elkhart, Oliver Capelle had spent all of his time in Boston, Cleveland and New York. He left an account executive's office with Fuller & Smith & Ross to fill the post at Miles Labs.

As a sideline to his Miles job, he originated the comedy show *Thank You, Stusia* and with the scripter, Al Barker, wrote it for a year. It ran transcribed on 80 stations. The leading comic on the show was Al Peary, now known to all as "The Great Gildersleeve."

In Quizmaster Role

Mr. Capelle had a fling at stock-acting himself when a lad and never quite got over it. In February 1946 Joe Kelly, quizmaster of the Miles *Quiz Kids* program, took sick and had to relax in Florida. Modestly, Mr. Capelle suggested to Jeff Wade of the Wade Agency, that he could do the job himself. The idea did not seem to meet with wild enthusiasm, but while listening to the program, which in turn had been given to John W. Vandercook, Tom Brenneman and Victor Borge, Mr. Capelle heard the announcer sign off by saying: "The quizmaster next week will be Oliver Capelle."

Mr. CAPELLE

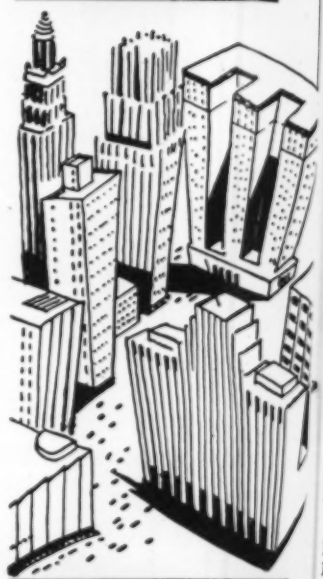
* * *

Mr. Capelle took his assignment like a trouper and plaudits from people he hadn't seen in years made the stunt worth while.

Mr. Capelle is married to Blanche Crichett of Barrington, N. H. He lays claim to the best rose garden in Elkhart; and has a Persian cat named Princess Penelope. He is a past president of the Kiwanis.

Most of his time is spent on the company's Alka-Seltzer and Tabcin advertising, but he carries the sales ball for all Miles' products. The zooming sales charts prove how well he is doing that job.

Look



WHAT'S HAPPENING
to *Houston*
and K-NUZ

Now More Than Ever Houston's Best Dollar Buy!

K-NUZ Ranks No. 2 for 10 Hours Monday Through Friday or 50 Hours Per Week

K-NUZ Share of Audience:

Morning, Monday Through Friday—8 AM to Noon 19.4*, No. 2 in Houston

Afternoon, Monday Through Friday—Noon to 6 PM 15.3, No. 2 in Houston

*(Hooper Index, April-May, 1950)

K-NUZ No. 1 Dollar Buy In South's Fabulous No. 1 Market

No. 1 Availability:

"Collie's Corral" — 11:30 to 11:45 AM, Monday Through Friday Hooper* 5.0, No. 1. In Houston

* Source: April - May Hooper, 1950

CALL, WIRE OR WRITE
FORJOE: NAT. REP.
DAVE MORRIS, MGR.
CE-8801

k-nuz
(KAY-NEWS)
9th Floor Scanlan Bldg.
HOUSTON, TEXAS

new business

LUDEN'S Inc., Reading, Pa., will allocate fall broadcasting media budget one-third for TV and two-thirds for radio. Agency: J. M. Mathes Inc., N. Y.

CALVARY SOCIETY Inc. (Calvary Stations of the Cross devotional beads) appoints Ray McCarthy Adv. Service, N. Y., to direct advertising. Spot radio will be used.

CORNELL FILM Co., N. Y., distributor of Hollywood-produced home, TV and educational movies, appoints Shappe-Wilkes Inc., N. Y., as agency. Radio will be used.

FLAVOUR CANDY Co., Chicago, begins TV test campaign for Michigan Mints on WGN-TV and WBKB (TV) Chicago with 60 and 20-second spots for 26 weeks. Plans to expand in fall with promotion of Chicken Bones and Wisconsin Dairy Butters. Agency: Phil Gordon Agency, Chicago; **Phil Abrams** account executive.

INSTANT PHOTO Co., L. A., to sponsor five-minute program on seven West Coast stations. Agency: Cowan & Whitmore Adv., L. A.

LOUIS MILANI FOODS Inc., Maywood, Calif., appoints Marketers Inc., L. A., to direct advertising.

BURTON-DIXIE Corp., Chicago (Slumberon mattress), may place spot TV schedules in three or four markets in fall. TV programming considered also. Agency: Turner Adv., Chicago.

Network Accounts . . .

DERBY FOODS Inc., subsidiary Swift & Co., for Peter Pan Peanut Butter, sponsors *Sky King*, MBS, Tues., Thurs., 5:30-5:55 p.m., local time, starting Sept. 12. Agency: Needham, Louis & Brorby Inc., Chicago.

AMERICAN SAFETY RAZOR Corp. and PHARMACRAFT Corp. reschedule Chico Marx Sugar Bowl, ABC-TV, originally planned to begin Thurs., Oct. 5, to Mon., 9-9:30 p.m., starting Oct. 2. Agency for both: Ruthrauff & Ryan, N. Y.

QUAKER OATS Co., Chicago, will sponsor *Americana* Martin Stone Production package, starting Oct. 1, Sun., 5-5:30 p.m. on NBC-TV. Agency: Sherman & Marquette, Chicago.

PROCTER & GAMBLE, Cincinnati (Dreft and Oxydol), to sponsor TV version of *Beulah* starring Ethel Waters on ABC-TV starting in October. Series will be filmed in N. Y. under direction Dancer-Fitzgerald-Sample and production will be done by Pictorial Productions Inc.

CANADIAN INDUSTRIES Ltd., Montreal (chemicals, paints), Oct. 15 starts *Singing Stars of Tomorrow* on 38 Dominion network stations for 26 weeks, Sun. 9-9:30 p.m. Agency: Cockfield, Brown & Co., Toronto.

CIGAR ENJOYMENT PARADE, N. Y., for cigar industry, to sponsor *Wrestling Interviews from Ringside* on 15 ABC-TV stations starting Aug. 30. Five-minute show to be telecast Wed. night after wrestling from Chicago arena, and will sign-off each station. Agency: Wesley Assoc., N. Y.

Adpeople . . .

RICHARD E. St. JOHN, advertising manager Swift & Co., Chicago, to Langendorf United Bakeries, S. F., as advertising manager.

HERBERT M. STEIN, Ronson Art Metal Works, Newark, since October, appointed assistant advertising director. Was account executive A. W. Lewin, Newark.

HAROLD H. HORTON, advertising manager Singer Sewing Machine Co., appointed to new post as director of advertising. G. L. NEWCOMB Jr., assistant advertising manager, named advertising manager.

TAKE A TIP
FROM THE NATIVES...

They Know Where to Find Pay Dirt!

In boom-town Atlanta, WGST has more local business than any other station in the market! So take a tip from Atlanta's businessmen — they know the best spot for results is 920 on Atlanta's dial. The "old-family-friend" voice of WGST, aided and abetted by the sterling line-up of ABC shows, pans out rich for everybody. You don't need much of a stake, either!

WGST
ABC IN ATLANTA
5000 WATTS AT 920 K.C.
Studios and Offices
FORSYTH BUILDING • ATLANTA, GEORGIA

REPRESENTED NATIONALLY BY JOHN BLAIR,
IN THE SOUTHEAST BY CHARLES C. COLEMAN

RESULTS

WITH

IN BALTIMORE

SEE YOUR HEADLEY-REED MAN FOR THE WHOLE W-I-T-H STORY

BROADCASTING
TELECASTING

Vol. 39, No. 3 WASHINGTON, D. C., JULY 17, 1950 $7.00 A YEAR—25c A COPY

SPOT OPTION TIME

NARSR Begins Radio-TV Drive

A MOVEMENT that threatens to revolutionize the traditional station-network-station representative relationship and to work major changes in the time buying, time selling habits of radio and television is under way among members of the National Assn. of Radio Station Representatives, BROADCASTING learned last week.

In essence, the plan calls for stations to give firm options on choice time periods to their representatives in the same manner as they currently give option time to the networks.

Jos. Weed

Although neither NARSR nor its members has made any official announcement on the subject, BROADCASTING has learned from informed sources that the NARSR board, at a meeting in New York last week, adopted a resolution committing the organization to a drive to encourage television stations to set aside choice time for spot programming.

The resolution last week, it was reported, was regarded as a forerunner of future action of similar nature with respect to radio.

Weed Appointed

Joseph Weed, president of Weed & Co., a member of NARSR, was appointed by the board to head a committee which will explore the question of establishing a system of option time for spot programming among radio stations, it was learned.

The situation, as outlined to BROADCASTING, can be summarized as follows:

The station representatives have long realized that the firm option time clauses in station affiliation contracts gave the networks an almost insurmountable advantage over the representatives in the sale of program time to advertisers. Whatever the advantages of spot radio in matching advertising coverage to the prospective sponsor's distribution and sales set-up might be, they were usually swept aside when he learned that even if he were able to line up good evening time on stations in the markets he wanted to reach, he could be bumped out in short order should the network offer any station a network client for that time spot.

The representatives until recently were unable to make any headway against the network advantages in selling program time. And the trend toward the use of networks for programs, spot for spot, seemed to be hardening into an unbreakable law of time buying, when television entered the picture with as upsetting an effect here as it has had on many other traditional radio practices.

Network advertisers have begun to complain loudly and publicly that evening radio time rates in TV cities should be reduced in proportion to the amount that televiewing has cut into radio listening. They still want to use radio time to reach radio's unparalleled circulation, but they dislike the network requirements that they must buy TV markets on the same basis as non-TV markets despite the changed audience set-up in the TV cities.

Opportunity Long Sought

This gives the representatives the opportunity they have long sought. With a growing list of advertisers and agencies who would definitely be interested in using spot radio for their programs if they could be assured of the station time for the duration of their contracts, the representatives are now in a position to ask the stations to give them this assurance. With an increase in the number of evening time periods not called for by the networks, although falling within the network option time blocks, the stations are now in a position to ask the networks to relinquish their options on time for firm sale to spot clients.

Just how this idea will work out, what effects it will have on the whole time-buying, time-selling set-up, it is far too early to tell.

Some NARSR members are extremely enthusiastic about it and report equal enthusiasm on the part of the stations they represent. Others, particularly those whose stations are affiliated with NBC and CBS, are dubious about any immediate change in the present system. They say that they can't sell advertisers and agencies on using spot for evening programs unless they can give them firm time guarantees and that they can't ask stations to risk their network affiliations by demanding network releases to permit them to give those guarantees to spot clients

(Continued on page 42)

MITCHELL LEAVING BAB

For NBC Position

MAURICE B. MITCHELL, first director of the Broadcast Advertising Bureau, NAB's business-getting adjunct, resigned last Friday to accept a position on the executive sales staff of NBC in charge of new AM business development. He will report to NBC on Aug. 15.

His decision to resign followed several weeks of discussion with NAB executives and key broadcasters most vitally concerned with expansion of BAB. He was importuned to remain with NAB but, it is understood, concluded that his departure would stimulate consolidation of broadcast interests and give new impetus to BAB as the all-purpose selling organization for radio and television.

CAPITAL RADIO heard the premiere of "Mitch's TV Pitch" when Maurice B. Mitchell, BAB director, appeared before the Washington Ad Club. Among those present were (l to r): William F. Sigmund, Henry J. Kaufman & Assoc., club president; Earl Gammons, CBS; Eugene S. Thomas, WOIC (TV) Washington; Mr. Mitchell; William R. McAndrew, WNBW (TV) Washington; William B. Ryan, NAB (see TELECASTING, p. 3).

Mr. Mitchell's salary at BAB is $17,000 per annum. It is presumed his NBC stipend will be in the $25,000 area.

Mr. Mitchell made the decision after a conference with NAB General Manager William B. Ryan last Tuesday in Washington. In a statement issued Friday Mr. Ryan said:

There could be no finer tribute to Mitch's abilities than that reflected in the growth of the Broadcast Advertising Bureau in a period of two years. This growth itself bespeaks the confidence and high regard in which NAB's members hold Mitch, for they've put up the money for the expansion. As all broadcasters in the association know, the bureau is only on the threshold of its development. A pattern has been set for its continuing expansion and a director to replace Mitch and pursue that course of expansion will be selected immediately. Doubtless he will come from the broadcasting field. All of us wish Mitch the best of luck in his new and responsible position with the National Broadcasting Company, whose mem-

(Continued on page 16)

Mitch's Pitch-Out . . . . . AN EDITORIAL

DEPARTURE of Maurice Mitchell from the NAB's Broadcast Advertising Bureau to accept an executive sales post with NBC will come as a shock and a surprise to all segments of radio and TV.

Mitch was riding the crest of radio's newest selling wave. He created it. But he found himself caught in the NAB whip-saw. Since BAB's founding in April 1949, he has done a super-human job of selling, speaking, writing and producing. It's rather plain that he has become weary, though he hasn't lost one iota of his enthusiasm for the medium, or for BAB's mission.

We're sorry to see Mitch leave. He exudes inspiration and confidence. He made the newspapers and the magazines take notice. He cut the pattern and did the ground-breaking job with a flea-bite budget. He aroused the ire of some newspapers and newspaper-owned stations because he pulled no punches.

It appears evident that Mitch resigned because he couldn't compromise with his own principles of selling radio and TV against the field. He wanted BAB detached from NAB's apron strings. He felt broadcasters wanted it, but that NAB management and a majority of the board had not and would go along.

NAB's loss is NBC's gain. He'll still be selling radio, but as a super peddler in AM for a top network. Any new business created for any AM entity will redound to the benefit of the medium.

Mitch's departure will bring new troubles for an already troubled NAB. There may be further resignations. It will add a lively topic for the district meetings starting next month.

There's no indispensable man. Radio has many good salesmen. Mitch, however, seemed to fit the job like Oliver Wendell Holmes prototyped the Supreme Court, or Babe Ruth baseball.

There may be in this further impetus for the "Congress" or Council of radio and TV which we espouse. That organizational format would permit a BAB to function independently, performing as small or as large a service as its subscribers would underwrite, but with an over-riding fee to the parent organization from broadcasters, telecasters, manufacturers, suppliers, representatives, transcribers, and all who live by radio and TV.

It's the kind of union that would bring maximum strength. It would attract the best brains in the business. Think it over.

Mitchell Leaving BAB

(Continued from page 15)

bership in the association assures us that we will continue to benefit from the counsel of the bureau's first director.

President Miller is vacationing at his home in Los Angeles preparatory to the beginning of the district meeting swing, which gets underway in mid-August. It is doubted if Mr. Mitchell will attend any of these district meetings, but he is expected to attend the July 27 session of the board's BAB Committee and counsel with it on BAB affairs.

The 35-year-old executive has favored complete divorcement of BAB from the parent organization. The board, however, has been reluctant to decree this move and failed to authorize for the fiscal year minimum funds deemed necessary for the project by Mr. Mitchell and his supporters. The authorized budget is in the neighborhood of $170,000, whereas BAB proponents felt the bureau should have been allotted a minimum of $200,000.

Wants 'Active Sales'

Citing his desire to get back into "active sales," Mr. Mitchell wrote the following letter of resignation:

Please accept my resignation from the staff of NAB, to be effective at your convenience on or before Aug. 15, 1950.

I know you realize that I leave NAB and BAB with the deepest regret. It has been a real privilege for me to have participated in the development of the Broadcast Advertising Bureau, and I want you to know that the continued growth and development of this central advertising bureau in the radio industry is one of my sincerest desires.

Two years in trade association work in the advertising field has taken me a long way from the practical realities of selling. I think such absence from direct selling cannot help but reduce the effectiveness of anyone in my kind of work, and it is chiefly for this reason that I am returning to active radio sales. I am joining the staff of the National Broadcasting Company in work which will permit me to do new business development in the field of AM network advertising.

I hope you will pass along to everyone at NAB my thanks and appreciation for all of their wonderful help and cooperation during the BAB development period. They are performing a real and valuable service to the industry, and I will continue to hope as I have in the past that an increasing number of broadcasters will avail themselves of their services.

I know you will feel free to call on me if I can ever be of any assistance to NAB or BAB in the continuation of their fine work.

Would Complete Assignments

Mr. Mitchell advised Charles R. Denny, NBC executive vice president, that he would join the network after several projects now underway at BAB are complete. It was agreed his resignation will become effective Aug. 15 and that he will join the network on the same date.

An NBC announcement said that he will work with Harry C. Kopf, vice president in charge of radio sales, and will "specialize in developing ways and means for advertisers who have not heretofore used radio to test out for themselves the power and the effectiveness of network radio."

Mr. Mitchell joined the NAB in September 1948 as director of its Dept. of Broadcast Advertising, after having served as manager of WTOP Washington under CBS ownership (the station now is controlled by *The Washington Post*, with CBS holding a 45% minority interest). He spearheaded the drive for radio's counterpart of the Bureau of Advertising of the American Newspaper Publishers Assn. The project was authorized by the NAB convention in Chicago in April 1949 and actually got underway in June of last year with a $200,000 budget.

Thereafter, "Mitch's Pitch" became the byword in radio selling. He toured the country, speaking several times weekly before district and state broadcasters' meetings, advertising clubs, sales organizations and to any group who would listen. He sold radio against all media and, in no few instances, aroused the ire of newspaper publishers. His direct and indirect selling resulted in numerous new accounts for radio on national, regional and local levels.

Drew Industry Plaudits

His inspired business forays, with a skeleton staff and a budget of perhaps one-twentieth that of the newspaper and magazine associations, won the acclaim of large and small broadcasters alike, with the possible exception of the newspaper-owned groups.

The resignation comes just prior to the scheduled July 27 meeting of the special NAB board committee on BAB operations named at the June sessions of the board in Washington.

Proponents of a separate BAB on the NAB board have insisted that the board itself was not following the mandate of the broadcasters in refusing to cut BAB loose. Mr. Mitchell found himself embroiled in this intraboard controversy.

Original Proposal

Board supporters of BAB first proposed separation in July 1949. President Miller and a majority of the board, however, were disposed to retain BAB as an NAB segment until it could stand on its own feet. There were other considerations incident to the creation of an independent corporate entity and the problems of adequate financing of both BAB as a separate organization and the effect of such a separation upon NAB income *per se*.

Mr. Mitchell entered radio in 1946 as press and sales promotion manager of WTOP, at that time entirely CBS-owned. He had been with the Gannett newspapers and at the time he entered the Army was national sales and promotion manager of the Rochester *Times-Union*.

At WTOP he quickly rose to the post of sales manager. After a week-long tour at CBS Radio Sales in New York he was sent back to Washington by CBS to manage WTOP. He became director of the NAB Dept. of Broadcast Advertising in August 1948.

Mr. Mitchell won the New York Press Assn. award for best-written weekly newspaper early in his career, while editing the Gouverneur (N. Y.) *Tribune Press* and also won the national NEA award for advertising excellence.

During the war he served in the Army's Armored Command as a tank expert and was mustered out after suffering a spinal injury.

Drawn for BROADCASTING by Sid Hix

"But how can we raise our daytime rates? We only have two hours of daylight!"

DEFENSE QUESTIONS

Pre-Pearl Harbor Overtones Persist

OFFICIAL WASHINGTON last week seethed with activity reminiscent of the pre-Pearl Harbor days, with increased talk of reimposition of World War II freezes and rationing that might strike at both transmitting and receiving ends of radio and TV.

President Truman reportedly was weighing the possibility of clamping on freezes on strategic materials and of imposing ceilings on production of civilian commodities. But word was lacking from any official quarter as to when or how, if ever. Declaration of a new state of national emergency by the Chief Executive would be the first step.

In usually informed quarters, it was stated that there is no cause for alarm. The Korean conflict, it was said, is a "localized" action and is not necessarily the forerunner of total war. Moreover, it was pointed out that the situation differs from that which followed Pearl Harbor, which precipitated total war, and all that it involved on the home front.

In the radio sphere, there was no indication that a "Board of Defense Communications" would be reestablished, as was done following the outbreak of the European phase, when the Nazis marched into Sudetenland in 1938. The agency promptly became the "War Communications Board" when the Japs struck at Pearl Harbor.

'Freeze' Talk Premature

Talk of prompt stoppage of set production was regarded as premature. Similarly, imposition of freezes on station construction — whatever the category — was deplored. And rumors of closure of any operating stations at this time because of interference with military communications or military needs, were labelled not only premature, but probably hysterical.

It was not denied that blueprints have been drafted to meet any contingency. The more extreme provide for the taking over or shutting down of many existing services, from taxi-cab radio call systems to silencing of TV and AM services. But these are simply plans — evolved largely by the military — and do not warrant "alarmist stories."

Since V-J Day, it was recalled, the FCC has had expert committees working with the military on "M-Day" plans. There are periodic conferences and plans are revised. The monitoring service of the FCC, for example, provides the nucleus for re-establishment of the counterpart of the World War II Radio Intelligence Division which supplied the military with information on the whereabouts of enemy craft and men of war.

If total war comes, there would remain a period during which transition from civilian to military production would occur, according to informed observers. First the appropriations would have to come from Congress, then the letting of contracts, and finally the tooling up for wartime production. In the last war, for example, RCA Victor produced war heads for radio guided missiles, while Philco manufactured bullets, and practically every precision equipment shop turned out war materiel.

Transitional Period

During that transitional period, stockpiles could be replenished, utilizing the tremendous capacity of the 100-odd manufacturing plants now engaged in both TV and radio production.

Government production agencies as well as the FCC, were besieged with inquiries to this end:

Will rearmament mean the stoppage of private radio and TV manufacturing and construction; and conversion of plants to full-tilt armament manufacture?

Will there be radio or TV silence, or both, with the stoppage of all new licensing and modifications?

Will TV be defrosted as scheduled to permit licensing of new stations, or will it be joined in deep-freeze by AM, FM, and everything except those services war-connected?

Will voluntary censorship be reimposed, or will it be something more drastic?

The answers were not forthcoming. The administration line is "business as usual." That's the FCC line too. But it's known that the blueprints are there, in event of all-out war, or all-out mobilization or anything in between.

Perhaps causing greatest intrigue was the story that one basic military plan projects the shutting down of TV service altogether. The military, according to this "blueprint," needs the VHF channels used by TV and FM too, since World War II radar and other communications equipment operate in those bands.

This equipment, the story went, is in mothballs, and can be reactivated. Moreover, there are problems of interference with aviation communications and possibly with UHF radar. Post-war radar operations, such as the radar screen now being installed at a multi-hundred-million-dollar cost, utilize VHF frequencies.

Manpower Plans

The problem of manpower plans and labor shortages, which would result from further draft calls, including pressing demand for communications specialists, also arose in sharper focus.

Speculation on manpower and materials plans of the government developed amid Congressional demands for total mobilization to

(Continued on page 37)

SECURITY DIRECTIVE

SECURITY measures for American radio, television and press were reiterated last week as Defense Secretary Louis Johnson issued a directive to all the military branches (see story page 35). Memorandum outlined types of information and data that cannot be used and the limitations to be imposed on such information that is releasable.

RADIO CONTROL ISSUE

Mulled at NSRB Meet

EXTENT to which broadcasters would operate under voluntary controls in the event of any war emergency will depend largely on whether the war is brought to the continental United States, military officials have emphasized to National Security Resources Board leaders and the broadcast industry.

Upon this contingency also will depend the extent and utilization of so-called "radio silence" in the event of air attack, it was stressed.

These points were threshed out in informal exploratory sessions held July 7 at the request of Paul Larsen, NSRB mobilization director. Leading figures of the major networks joined those from common carrier, amateur radio and other communications fields at a meeting devoted to discussions of the nation's civil defense plans [BROADCASTING, July 10].

Representatives of government departments and agencies—FCC, State Dept., Defense Dept. and divisions of the National Security Resources Board—also attended.

Military officials, reviewing potential controls as contrasted to those employed in World War II, were understood to have emphasized that current planning is based on the concept that "the war probably will be brought to us."

One radio spokesman asked pointedly: "Will radio and television stations have to go off the air in the event of an emergency?" NSRB and military officials reportedly replied: "We just don't know."

Much of the discussion, it was understood, evolved around use of coded or sub-audible frequencies involving, at the base, the military's communications Aircraft Observer Corps.

Use of these frequencies would enable local broadcasters and civil defense officials to receive warnings of approaching attack without disrupting programs on the air. That method, used on an experimental basis in World War II, has been termed "feasible" by military authorities.

Additionally, each city probably would maintain a monitoring station for emergency purposes—an operation employed in World War II.

Disaster Network

Other topics aired by broadcasters and other representatives consisted of (1) standardization and design for electronics equipment, for which a committee will be named by the NSRB among those who attended; (2) use of FCC's contemplated "disaster network" in the 1750-1800 mc band, which drew military approval; (3) use of "primary" and "tertiary" communications networks as among wire and radio services.

With respect to FCC's disaster network, it was understood that state governments were to file briefs on the proposal sometime before fall.

Use of transit radio facilities, while not explicitly covered during the sessions, would fall under the category of mobile service, regarded as a key factor in military planning. Local affiliates of Transit Radio Inc., Cincinnati, are being urged to work closely with defense authorities.

Among those attending the meeting were: William Ryan, Robert K. Richards and Ralph Hardy, NAB; Curtis Plummer, John Willoughby and George Turner, FCC; Robert H. Hinckley, Bryson Rash, ABC; Frank Faulknor, Earl Gammons and Ted Koop, CBS; Hollis Seavey, MBS; William Hedges and William McAndrew, NBC.

Officials of American Radio Relay League, American Telephone & Telegraph, Army-Navy-Air Corps and the Atomic Energy Commission also participated. Col. A. B. Pitts, who has worked on the sub-audible frequency program in connection with the observers' corp, represented the Air Forces.

Meanwhile Mr. Larsen has stressed that communications planning must be presently based on existing facilities and not be subject to provisions for new networks, which he said would take both time and money. Planning is made difficult, he told the Armed Forces Communications Assn. Washington branch, by reason of the very nature of an air attack that could not be pre-determined. It could wreak havoc on radio and other communications systems.

Training of civil defense personnel is about a year's job, he added. NSRB hopes to have a defense plan ready sometime in September.

In Washington last week, the House District Committee reported out a bill to establish a civil defense office in the District of Columbia. Preliminary discussions with community officials, including radio station representatives, have been underway.

Code of Wartime Practices
For American Broadcasters Used in World War II
As Revised Dec. 1, 1943 by Office of Censorship

SPECIAL NOTE

The Code of Wartime Practices is issued pursuant to instructions by the President, who commissioned the Office of Censorship to supervise domestic voluntary censorship.

You are reminded that whenever anyone else, in any part of the country, makes a request which appears unreasonable or out of harmony with the Code, you are at liberty to appeal at once to the Office of Censorship.

Much confusion would be avoided if such appeals were more frequent.

* * *

This is the third revision of the Code of Wartime Practices for American Broadcasters.

The principle of censorship remains the same. It is voluntary and broadcast management is responsible for fulfilling the function in its own medium. The broadcasting, to this end, should be constantly aware of the dangers inherent in (1) news broadcasts; (2) routine programming; and (3) commercial copy.

To combat these dangers effectively, broadcast management must be in complete control of all programming every minute of every day of operation. This responsibility should not be delegated to anyone over whom the management does not exercise control.

The facilities of the Office of Censorship are at the disposal of broadcasters 24 hours a day, to assist them with consultation and advice when any doubt arises as to the application of this Code. The following are the principal advisory guideposts (as revised) which are intended to aid in discharging censorship responsibilities:

I. NEWS BROADCASTS AND COMMENTARIES

Broadcasters should edit all news in the light of this Code's suggestions and of their own specialized knowledge, regardless of the medium or means through which such news is obtained.

Special attention is directed to the fact that all of the requests in this Code are modified by a proviso that the information listed may properly be broadcast when authorized by *appropriate authority*. News on all of these subjects will become available usually from Government sources; but in war, timeliness is an important factor and the Government unquestionably is in the best position to decide when disclosure is timely.

Caution is advised against reporting, under the guise of opinion, speculation, or prediction, any fact which has not been released by appropriate authority.

It is requested that news in any of the following classifications be kept off the air unless made available for broadcast by appropriate authority or specifically cleared by the Office of Censorship.

(*a*) **Weather.** — Weather forecasts other than those officially released by the Weather Bureau. Mention of wind direction or barometric pressure in current or past weather (including summaries and recapitulations) except when contained in EMERGENCY warnings released specifically for broadcast by the Weather Bureau authorities.

NOTE.—Special events reporters, covering sports or any outdoor assignments (fires, floods, storms, etc.), are cautioned especially against mention of wind directions.

(*b*) **Armed forces.**—Type and movements of United States Army, Navy, and Marine Corps units, within or without continental United States, including information concerning—

Location.	Schedules.
Identity.	Assembly for Embarkation.
Exact Composition.	Prospective Embarkation.
Equipment.	Actual Embarkation.
Strength.	
Destination	
Routes.	

Such information regarding troops of friendly nations on American soil.

Revelation of possible future military operations by identifying an individual or group known for a specialized activity.

Exceptions:

(1) *Armed forces in the United States.*—Those in training camps and units assigned to domestic police duty, as regards names, addresses, location, and general character.

(2) *Armed forces outside the United States.*—Names and locations (without unit identifications) *if* presence of United States forces in area has been announced officially.

Names of naval personnel without mention of ships, unless said ships have been announced by the Navy as lost or damaged.

(*c*) **Ships (convoys, etc.)**—Type and movements of United States Navy, or merchant vessels, or transports, of convoys, of neutral vessels, or vessels of nations opposing the Axis powers in any waters, including information concerning—

Identity.	Port of Departure.
Location.	
Port of Arrival.	Ports of Call.
Time of Arrival.	Nature of Cargoes.
Prospect of Arrival.	Assembly.
Personnel.	

Enemy naval or merchant vessels in any waters, their

Type.	Location.
Identity.	Movements.

Secret information or instruction about sea defenses, such as

Buoys, lights and other guides to navigators.

Mine fields and other harbor defenses.

Ships in construction—

Type.	Size.
Number.	Location.

Advance information on dates of launchings, commissionings.

Physical description, technical details of shipyards.

Movement of diplomatic exchange ships under direction of the State Department.

Exceptions: Movements of merchant vessels on Great Lakes or other sheltered inland waterways unless specific instances require special ruling.

(*d*) **Damage by enemy land or sea attacks.**—Information on damage to military objectives in continental United States or possessions, including—

Docks.	Industrial plants engaged in war work.
Railroads.	
Airfields.	
Public Utilities.	

Counter-measures or plans of defense.

Appropriate authority — For information about damage from enemy attacks to military objectives on land within continental United States or possessions is the commanding officer in the zone of combat, or the Army Bureau of Public Relations, Washington. (For the Hawaiian Islands, the Navy.)

(*e*) **Action at sea.** — Information about the sinking or damaging from war causes of war or merchant vessels in any waters.

Appropriate authority.—Appropriate authority for results of United States naval action against enemy vessels in or near American waters is the commanding officer of the district in which the action occurs, or the Naval Office of Public Relations, Washington.

(*f*) **Enemy air attack.**—Estimates of number of planes involved; number of bombs dropped; damage to—

Fortifications.	Industrial plants engaged in war work.
Docks.	
Railroads.	
Ships.	All other military objectives.
Airfields.	
Public Utilities.	

Warnings or reports of impending air raids; remote ad lib broadcasts dealing with raids, during or after action.

Mention of any raid in the continental United States during its course, except on appropriate authority of the designated representatives of the Defense Commander in whose area the raid occurs or the War Department in Washington.

News which plays up horror or sensationalism; deals with or refers to unconfirmed reports or versions; refers to exact routes taken by enemy planes, or describes counter-measures of defense, such as troop mobilization or movements, or the number or location of antiaircraft guns or searchlights in action.

Exceptions: After an air raid, general descriptions of action after all-clear has been given. Nothing in this request is intended to prevent or curtail constructive reporting or programming of such matters as feats of heroism, incidents of personal courage, or response to duty by the military or by civilian defense workers.

(*g*) **Accredited military and naval correspondents.**—No provisions in this Code of Wartime Practices for American Broadcasters modify obligations assumed by accredited correspondents who accompany Army or Navy forces or are given special accrediting by the War or Navy departments to visit restricted areas in the United States.

These commitments, under War and Navy department practice, pledge such correspondents to submit to censorship anything they write in zones of combat or restriction, or what they may write at a later date as result of their observation in these zones. The military department concerned is the censorship agency for all such material.

In case of a protracted enemy attack on the continental United States, necessitating military declaration of a combat zone, censorship within such an area would, of necessity, be by military authority. Accrediting of news gatherers for such a zone will be as in any other combat area. In the case of such an attack and declaration of a military zone of combat, the requests in this Code remain applicable to broadcast operations outside the declared area.

(*h*) **Planes.** — *Air units.* — Military air units of the United States and the United Nations as to—

Disposition.	New Characteristics.
Missions.	
Movements.	Strength.

Information concerning new military aircraft and related items of equipment or detailed information on performance, construction and armament of current military aircraft or related items: military activities of commercial air lines or the Civil Air Patrol.

(*i*) **Fortifications and air installations.** — Location and description of fortifications, including—

Coast Defense Emplacements.

Antiaircraft guns and other air defense installations.

Defense Installation details of public airports used for military purposes.

Camouflaged objects.

Location of specially constructed bomb shelters.

Information concerning installations for military purposes outside the United States.

(*j*) **Sabotage.** — Specifications (including information on bottlenecks which saboteurs could use to damage military objectives. No mention of sabotage should be made except on appropriate authority of the military agency concerned or the Department of Justice.

(*k*) **Production** (see also **Sabotage**) —New or secret Allied military weapons, identity and location of plants making them; designs or rate of production or consumption of any specific type of war materiel; formulas, processes or experiments connected with war production.

Information on imports, exports or Government stock piles of critical or strategic materials, such as tin, natural rubber, uranium, chromium, tantalum, manganese, quinine, tungsten, platinum and high-octane gasoline.

Movement or transportation of war materiel.

NOTE.—Progress of production for general categories of war materiel such as planes, tanks, guns, vehicles and munitions may be reported, but statistical information on specific weapons such as bombers, fighter planes, 155 mm. guns, medium tanks etc., should be avoided without appropriate authority.

(*l*) **Combat zone interviews and letters.**—Interviews with service men or civilians from combat zones (including accounts of escapes from foreign territory) should be submitted for review before broadcast, either to the Office of Censorship or to the appropriate Army or Navy Public Relations Officer. Letters from combat zones are censored at the source for *home and family consumption* only. When used on the air broadcasters should measure the contents of such letters in the light of the provisions of this Code. In case of any doubt, consult the Office of Censorship. (See clause on Armed Forces regarding unit identifications.)

(*m*) **War prisoners, internees, civilian prisoners.**—Information as to arrival, movements, confinement, escape or identity of military prisoners from war zones; identity of persons arrested or interned as enemy aliens; location or operations of alien internment camps; place of confinement of civilians convicted of treason, espionage or sabotage.

NOTE. — The appropriate authority for information as to war prisoners or their camps is the War Department; for escaped prisoners, the War Department or the F. B. I.; for information as to enemy aliens or their camps, civilian prisoners described above, the Department of Justice. In any inquiry please make certain whether the individuals involved are military prisoners of war, enemy aliens, or resettled citizens or aliens.

(*n*) **Military intelligence.** — Information concerning war intelligence, the operations, methods, or equipment of counter-intelligence of the United States, its allies, or the enemy.

Information concerning secret detection devices.

Information concerning secret United States or Allied means or systems of military communication, including the establishment of new International points of communication.

(*o*) **War news coming into the United States.**—War information originating outside United States territory may be broadcast if its origin is made plain.

Any recordings or information for broadcast gathered in any form that is sent across the United States-Canadian border should contain nothing that

(Continued on page 69)

WAR TALK is in the air and on it. The country is not officially at war. The Korean conflict is localized. There are reports of troop and plane movements. Some have told of the number of units and names of vessels.

To date there has been no attempt to set up voluntary censorship, except in the actual fighting area. There was voluntary censorship during World War II. The situation may never become serious enough to warrant a code.

To refresh the memory of the older broadcasters and telecasters and for the edification of the new we reprint herewith the voluntary censorship code, observed without a hitch during World War II.

Full text is on this page.

EXPAND 'VOICE'

President Seeks $89 Million

THE U. S. Voice of America—heretofore described in some quarters as a "mere whisper"—last week appeared destined to emerge with a full-throated roar as President Truman asked Congress for an additional outlay of $89 million and Congressional leaders pledged their support for the new stepped-up propaganda campaign.

The request came in the wake of Capitol Hill debate on regular appropriations for the new fiscal year and amid demands for full restoration of Budget Dept. estimates for State Dept.'s overall information program.

A host of top-level military leaders and Brig. Gen. David Sarnoff, chairman of the board of RCA, had already lent unreserved support of the Benton resolution (S Res 243), on which a Senate Foreign Relations subcommittee held hearings looking toward expansion of the overseas radio program [BROADCASTING, July 10].

Among the proposals advanced during hearings was one by Gen. Sarnoff calling for construction of a $200 million worldwide radio network comprising shortwave and mediumwave transmitter stations. He also suggested procurement of strategic sites on American and foreign territories; coordination of data on international broadcasting and television and establishment of a commission to prepare such a plan.

Subcommittee Report

The Senate Foreign Relations subcommittee, headed by Sen. Elbert D. Thomas (D-Utah), had not reported on the proposal to the full committee last week, but authorities felt that was academic. Only need to implement the expansion is an increased outlay of funds. They have contended, along with Sen. William Benton (D-Conn.), co-author of the resolution, that authority already is provided under Public Law 402 under which the Voice currently operates.

President Truman made known his request in a letter to House Speaker Sam Rayburn (D-Tex.), which called for a "campaign of truth" to fight communism throughout the world.

Warning that communism is "seeking to discredit the United States and its factions," Mr. Truman noted that American material assistance "must be complemented by a full scale effort in the field of ideas" in order to be fully effective.

"Communist leaders have repeatedly demonstrated that they fear the truth more than any other weapon at our command," the Chief Executive asserted. "We must throw additional resources into a campaign of truth which will match in vigor and determination the measure we have adopted in meeting postwar economic and military problems. Anything less than our best and most intense effort will be insufficient to meet the challenge—and the opportunity."

A move to restore the full $36.6 million to the State Dept. information program (the House cut it to $34 million, and the Senate Appropriations Committee to $32.7 million) was launched on the Senate floor in an amendment offered by Sen. Herbert Lehman (D-N. Y.), but rejected in a showdown vote, 53-25. It followed a meeting earlier in the week between the President and key administration Congressional leaders to whom Mr. Truman stressed the importance of fresh funds.

"In view of the testimony presented in recent days by such competent witnesses as General Marshall, General Eisenhower, Secretary Acheson and others," Sen. Lehman said, "it is obviously foolhardy to cut back on the very inadequate sum recommended by the Budget Bureau."

He added:

I have been informed by competent officials that many essential projects in the information program will suffer greatly if the proposed cuts are sustained. For example, the State Department has been planning to shortwave new programs to various minority groups in the Soviet Union. Today the State Department broadcasts only in Russian and in Ukrainian. Many other groups in the Soviet Union are believed to be hungry for freedom and for information about the non-Communist world. The Voice of America, if broadcast in other languages, would be very effective in providing this information. Unless we restore these cuts, the State Department will not be able to proceed with these plans.

Support Rallies

Meanwhile Sen. Benton rallied further Senate support for expansion of the program, which he has characterized as a "Marshall Plan of Ideas," and reminded Senators of John Foster Dulles' observation that the "question of general war may depend . . . very largely upon the relative effectiveness" of the respective propaganda machines.

"In this crisis," Sen. Benton urged, "the existing facilities and personnel of the State Dept. information services should be utilized to the utmost. They should be integrated with the Dept. of Defense, and with Gen. MacArthur's forces in the field. They should be more energetically tied in with the program and facilities of other individual members of the United Nations."

Sen. Benton urged a six-point program: (1) The U. S. should approach UN with an offer to help finance its public information division on the Korean issues (2) Congress should provide money for the U. S. to buy time on standard band radio stations in other countries to supplement Voice facilities; (3) mobilize the creative genius of the motion picture industry to constructive use; (4) increase the use of leaflets and pamphlets; (5) expand the exchange of leaders in many fields among different UN countries; and (6) the State Dept. should ask UNESCO to develop immediate projects for world peace.

With respect to UN, Sen. Ben-

(Continued on page 35)

RADIO-TV STOCK DROPS

War Scare Cited

THE 1950 bull market in radio and television issues on the New York Stock Exchange has been transformed into a bear, with flurries of selling engendered by the war scare driving prices down relentlessly.

By the middle of last week many radio-television stocks had lost most of the gains they made during spectacular buying sprees that began early last spring and held until the outbreak of the Korean war.

Wall Street observers believed that investors were unloading their radio-television holdings in the fear that profits would suffer in the event of conversion to a rearmament program.

This belief was reinforced as the market spiraled downward in somewhat the same degree as the fortunes of U. S. forces in Korea. Investors were thought to be increasingly apprehensive that the U. S. would be obliged to embark on a vigorous military production schedule.

In such an event, it was felt, companies now manufacturing radio and television sets would have to switch to production of electronics equipment for the military, at considerable cost of conversion.

Further, it was feared, the financing of an expanded arms program would require the imposition of new taxes, with an increase in taxes on corporate profits virtually inevitable.

ABC and CBS, two broadcasting companies whose stock had followed the upward movement of the radio-television manufacturing issues, reacted similarly to the downward trend.

The reasons for the bearish market in ABC and CBS shares were not as clear as those that were given for the collapse of the manufacturers' issues.

Experts at financial houses said, however, that they believed investors feared that advertising volume might suffer in case of a deterioration in the international situation, despite the absence of any facts to support such a conclusion.

In the case of ABC, it was pointed out, the stock had always been considered by experts as a speculative buy. It has never paid a dividend. Its price soared last April after a stockholders' meeting had been informed that the company made a net profit in the first quarter of 1950, after recording a substantial net loss for 1949.

Although CBS has paid regular dividends, its stock prices sagged as badly as ABC's.

Radio-TV Hit Hard

A recapitulation of market activity showed that all leading radio-television issues were hit hard on Monday, June 26, the day after the invasion of South Korea by the Reds and the first day of trading following news of the attack.

Admiral Corp., that Monday, fell 3⅝; ABC was off 1⅜; CBS Class A dropped 2⅛; CBS Class B 2⅜; Emerson Radio and Phonograph was off 2½; RCA fell 2¼; Zenith plummeted 5⅞ and Motorola, the biggest loser, skidded 6½ points.

DuMont Labs Inc., an over the counter security, also suffered. Its bid and asked prices on the Friday before the Korean war were 24⅛ and 25⅛ respectively. On Monday the bid and asked prices were, respectively, 23 and 23.

The over-all decline lessened perceptibly the next day, Tuesday, when the President announced U. S. intervention, and Emerson and Motorola even regained some lost ground.

As the news from the battle-front reported uninterrupted advances of the North Koreans and later the commitment and retreats of the U. S. elements, the radio-television issues resumed the decline.

Closing Status

When the market closed last Wednesday, all the radio-television stocks were depressed.

As compared with their prices on the last day of trading before the Korean war began, Admiral Corp. had slipped from 35½ to 20¾; ABC from 12⅞ to 8¾; CBS Class A from 33⅞ to 26 and Class B from 33⅝ to 25; Emerson from 19⅜ to 12⅞; Motorola from 52 to 31¾; RCA from 21⅞ to 14⅞; Zenith from 61⅝ to 41⅝. DuMont's bid and asked prices fell from 24⅛ and 25⅛ respectively to 15⅞ and 16⅞.

Meanwhile it was learned that two ABC executives had sold holdings in ABC stock in June.

Earl E. Anderson, ABC vice president and director, sold 500 shares June 27, according to information filed with the Securities Exchange Commission. Mr. Anderson, whose 500 shares were traded on a day that the ABC stock closed at 11½, retains 8,500 shares.

Robert E. Kintner, ABC president, sold 3,600 shares sometime in June, although the date was not revealed. He retains 7,000 shares.

XUM

Industrial Trust Co. of Providence

A BANK'S FRIENDLY SERVICES Are Extolled by Radio

By DAVE BERLYN

RADIO. like the "Man Who Came to Dinner," has extended its stay indefinitely at the Industrial Trust Co. of Providence. But unlike the main character of the play, radio's visit has been pleasant and profitable for both parties.

The medium has played the major role in Industrial's advertising plans since January 1948 and the success story it has rolled up in that two-year span spells a continued devotion between it and the bank.

Until 1948, radio advertising was a minor part of Industrial's budget and only spots were used. First change in this policy occurred when Horton-Noyes Co., Providence advertising agency, proposed the dropping of spots in favor of straight programs.

Industrial Trust does not maintain an advertising department of its own. Earl S. Crawford, senior vice president, is in charge of advertising and works directly with the bank's agency—Horton-Noyes.

Before committing specific program types to the campaign, the agency undertook a careful study of the bank customer groups Industrial would want its message to reach.

Direct Approach Chosen

Since Industrial has a complete farm department staffed with farm experts and had been developing its services on all categories of rural loans, it was decided that the agriculture group in Rhode Island could be approached directly by a program pointing up farmer interests. This design evolved into a 7:35-8 a.m. show made up of music, time, temperature and weather announcements, market prices for farm products, 4-H activities and news, etc. It was placed on WHIM Providence, a local independent.

In signing recently for a renewal of the show's contract for the third straight year, Robert W. Cooke, manager of the Farm Loan Dept., said:

"This program has just been signed for its third consecutive year, for the reason that farm loan applications have increased approximately 100% since radio was adopted to publicize the bank's farm loan services."

The show necessitated plans to drop from the loan department advertising budget all other media including newspapers. The double-edge came in April 1948 with the origination of a second program—this earmarked for the women's taste.

Called *The Homemakers Institute*, with the hostess given the name of "Ann Baker," a copyrighted name, the program is aired daily 10-10:15 a.m. Mon.-Fri. on CBS station, WPRO Providence.

The appeal to women was made as a result of surveys which have showed that women are responsible for 85% of the family's purchases and that approximately this same percentage of women decided where to do the family banking.

Commercials on *Homemakers* show are devoted almost entirely t the Installment Loan Dept. and t the Home Loan Dept. Attesting t the strength of this program hav been letters received from listene thanking "Miss Baker" for th household hints and suggestions fc good health. As a letter write put it: ". . . it is a wonderful fee ing to know that a large and bus bank has time to consider 'a house wife!' "

Trial Flower Offer

In March 1949 the bank, curiou to see where its listeners to thes two morning shows were located offered a special flower seed packe in an arrangement with the Burpe Co. The offer was promoted dail by a single announcement on eac program. More than 6,000 request were received. An analysis of re

* * *

EARL S. CRAWFORD (r), **senior vic president of Industrial Trust Co., con fers with Tod Williams, account ex ecutive of Horton-Noyes.**

Some Other Articles On Banks & Financial Institutions In BROADCASTING • TELECASTING

- **Hamilton National Bank's radio patronage of community talent—*A feature, May 22, 1950.***
- **Perpetual Bldg. Assn. builds goodwill with morning radio—*A feature, March 13, 1950.***
- **Marine National Exchange Bank of Milwaukee writes a success story with its video—*A feature, July 25, 1949.***
- **Pioneer Bank of Chattanooga pays tribute to radio's power—*A featurette, June 13, 1949.***
- **BAB's February report on banking. —*A condensation, Feb. 13, 1950.***
- **The Shawmut National Bank of Boston effectively uses an Indian trade mark in telecasting.—*A featurette, May 29, 1949.***
- **Radio plans of 193 banks surveyed by American Financial PR Assn. —*A featurette, May 16, 1949.***
- **ABA distributes booklet on bank advertising.—*May 9, 1949.***

XUM

INDUSTRIAL's newspaper ads frequently plug the company's radio offerings.

* * *

turns revealed listenership was spread over the entire state of Rhode Island, nearby Connecticut and Massachusetts.

Both these programs are designated as the ball carriers in the Industrial "selling" campaign. Commercial copy (opening and closing of about 30 words and a 125-word commercial mid-way in program) is hard-hitting with emphasis on the bank department with which the program is associated.

Rounding out its radio advertising, Industrial introduced a third program series of the institutional or goodwill type. One-hour long (Sunday, 2-3 p.m.), *Theatre of Melody* on WHIM presents top-flight recordings of popular music. The format is based to a great extent on the famous show tunes of Broadway and Hollywood. There is no "selling" on the Sunday program. Stress is laid in commercials on the friendly reception the customer receives at the bank.

Basic Formulas

The *Melody* program pulled a Hooperating of a 7.8 for the period October 1949 to February 1950, in the Providence-Pawtucket area.

These are the basic radio formulae being put into use in the Rhode Island area by Industrial Trust. It is significant that Industrial has obtained sharp results in its programming over the airwaves even though it is already one of the 100 largest banks in the United States. It actually ranks 64th, with assets slightly under $30 million.

Success of the radio campaign is evidenced also by testimonials of the bank's executives. In February of this year, William F. Andrews, vice president in charge of the Home Loan Dept., commenting on the *Homemakers* program, said:

"Normally in October, November, December and January of any year the main office handled about four home loan applications per day. In December of 1949 and January of 1950 (two years after the radio work began) our volume has increased to an average of 30 loan applications per day."

The Installment Loan Dept. (the moneymaker in any bank) showed an almost 100% increase in these two radio years. More figures are given by Joseph Jacobson, vice president in charge of Installment Loans:

"In January 1948, Industrial had 8,933 personal loan customers with total loans of $4,164,000. In January 1950, these loans had increased in numbers to 19,344, and to $7,247,200 in dollar volume. This represents an increase of more than $3 million during the two year period."

Radio Is Added

In both instances, the same amount of newspaper space was used as in previous years, the only addition being the radio program for the departments.

Further evidence of Industrial's radio reception is the fact that the bank allots about 22% of its advertising budget to radio as against an 11% allotment made by most banks of comparable size.

Industrial Trust has ignored the traditional "prestige" policy formulated by the majority of banks and instead has embarked on a personal level approach. It enunciates a policy that a large commercial bank is no more than "a department store of money," that it has things to "sell," and that its radio programs are designed to reach the largest possible audience.

This on-the-level approach is carried over to commercial copy. It is not unusual for an announcer to refer to bank officials as the "big wheels" or "the brass." Mr. Crawford is often given the affectionate recognition of "The V. P. in charge of N. B.—the Vice President in charge of Nervous Breakdowns."

It's on the record that customers who have passed through Industrial portals have remarked: "A bank that would let an announcer talk about the big shots the way Industrial does must be the OK kind of bank I want to do business with."

Effectiveness Checked

A more careful and accurate check at Industrial is made of radio's effectiveness. Every interviewer in the installment and home loan departments is instructed to check the loan applicant to discover, if possible, the source that brought him into the bank.

Checks have shown that recent reports submitted by department heads indicate the number of persons mentioning radio as the source is climbing steadily. The figure now has surpassed all of the other media. The Installment Loan Dept. alone reports that one-third more loan applicants say they came to the bank because of what they heard on the radio than through any other means of advertising by this particular department.

Position of big bank radio advertising is summed up by Mr. Crawford who states, "His (bank officer) job is to tag along for the purpose of keeping the bank and the agency (advertising agency) out of the hands of the law or the Better Business Bureau. The agency or radio station can do the selling job if they're let alone. These people know what the public wants and how to put the bank's story across."

SARNOFF PLAN Again Urges World-Wide Network

BRIG. GEN. DAVID SARNOFF, chairman of the board of RCA, last week continued his plea for world-wide radio networks and use of television abroad [BROADCASTING, July 10], by urging "a radio air-lift to meet present and future requirements for world-wide communications."

Gen. Sarnoff spoke Wednesday at the U. S. Army Signal Corps ROTC summer camp at Fort Monmouth, N. J., where Army men had as guests the presidents and representatives of 40 colleges and universities. Underlining the inadequacy of present communications facilities, Gen. Sarnoff declared the Voice of America is still a whisper and reaches a trifling percentage of the world's population. An effective and world-wide network system of broadcasting is vitally needed, he reiterated.

Television, Gen. Sarnoff said, "will be a vital factor in communications on land, sea and in the air" in a future war. Actual battlefronts will be under TV eyes and viewed by military strategists across the seas, he predicted. It is even within possibility, according to Gen. Sarnoff, that home viewers will watch the progress of action on a battle line.

Latest developments in electronics and communications, he said, "demand the establishment of an automatic radio relay system capable of carrying the highest usable frequencies across the oceans to link the continents." Gen. Sarnoff said the need for direct and instant communications with all parts of the world "calls for more channels than are now available for use in the radio spectrum."

Meeting the Challenge

This challenge, he noted, can be met by (1) developing additional channels in other parts of the spectrum, (2) increased speed of communications by passing more information over available frequencies, (3) wider services and greater flexibility of international telephony. "Ultrafax, a system of communication capable of transmitting a million words a minute, is beyond the laboratory stage. It is ready for military and commercial development," Gen. Sarnoff declared.

LUNCH is enjoyed by this group of broadcasters assembled at the July 7 meeting of the South Carolina Broadcasters Assn. held at Myrtle Beach, [BROADCASTING, July 10]. L to r: Joseph H. McConnell, NBC president; Harold Essex, WSJS Winston-Salem, N. C.; Newton Smith, WFBC Greenville; Richard Shafto, WIS Columbia; Sydney Eiges, NBC vice president; Steve Libby, WIS; B. T. Whitmire, WFBC; Dr. Nick Mitchell and B. H. Peace Jr., Greenville News; Frank Harden and Dudley Saumening, WIS; Robert Bradham, WTMA Charleston; Douglas Featherstone, WCRS Greenwood; Paul Crafsman, WFBC; Calhoun Hipp, Surety Life Insurance Co., and Dan Crossland, WCRS.

To Sponsor Murrow

TWO FIRMS are about to sign for sponsorship of the CBS Edward R. Murrow news program on the Pacific Coast. American Oil Co. will retain the show on the eastern network. The two new advertisers are Peter Paul Candy, through Maxon Inc., New York, and Hamm Brewing Co., through Campbell-Mithun, Minneapolis.

ROSLOW ACCEPTS KJBS CHALLENGE *With Conditions*

SYDNEY ROSLOW, director, The Pulse Inc., last week joined C. E. Hooper, president, C. E. Hooper Inc., in accepting, with certain qualifications, the challenge of KJBS San Francisco for both of the audience research organizations to submit to a test whereby their ratings of radio audiences in the San Francisco-Oakland area would be checked against a house-to-house personal interview coincidental survey made concurrently with those of Pulse and Hooper.

KJBS proposal appeared as a full-page ad in the July 3 issue of BROADCASTING, signed by Stanley G. Breyer, commercial manager. Mr. Hooper's acceptance, wired to KJBS July 3 [BROADCASTING, July 10], stated that "we accept all conditions subject to approval of cost except that an adjustment be made to compensate for apparent differences in 'available audience' as obtained by the personal coincidental method compared with the telephone coincidental."

Mr. Breyer proposed that the data of all three surveys—Pulse, Hooper and the house-to-house coincidental — be submitted for checking to "an impartial committee consisting of (A) a Hooper representative (B) a Pulse representative, (C) an advertising agency, (D) an advertiser, (E) a Hooper station subscriber, (F) a Pulse station-subscriber."

Hooper Names Self

Mr. Hooper, who left New York Friday on an extended business trip to the West, has designated himself as his firm's representative on this committee. KJBS also has the agency position filled if the station wishes to accept the offer of Harold H. Webber, vice president, Foote, Cone & Belding, who last week wired the station:

"Having been extremely concerned with the same problem which you have so forcefully brought to the industry's attention in your advertisement in BROADCASTING July 3, 1950, Foote, Cone & Belding would be happy to volunteer to supply a representative for your impartial technical committee."

Dr. Roslow's letter of acceptance, dated July 14, states that the test proposed by KJBS "can be a problem of far reaching significance and I have taken the necessary time to analyze carefully the implications before responding. . . ."

He pointed out that Pulse "has always been willing to submit a retabulation of any part of its data for any market at any time for comparison with the findings of any other research technique."

With respect to the time element involved in answering the advertisement—"I happened to be in the readily accessible spot of Myrtle Beach, S. C., but it required BROADCASTING to call my office to direct our attention to the advertisement" —Mr. Roslow noted that he "did not share the good fortune of C. E. Hooper, who was reached on July 3" prior to a scheduled Canada hunting trip.

Pulse acceptance of the proposal made by Mr. Breyer, he said, would be subject to the following conditions:

1. The survey cannot be limited to San Francisco and Oakland. Each station is decidedly more metropolitan than that. Therefore, the so-called crucial house-to-house coincidental should be done over the broadest area —at least six counties and possibly more—the metropolitan area in which advertisers sell. The question at stake is how well does the Pulse or Hooper turn up an audience measure for the total and not for a limited portion of this metropolitan area.

2. During the survey week (the first week of a month agreed upon) Pulse will do its regular survey with the sample normally used that week in the six-county area, and supply the tabulation to an impartial committee. The sample is not to be increased or decreased, since the objective of the experiment is to compare the regular Pulse and the regular Hooper with the house-to-house coincidental.

3. During the survey week (the first week of a month agreed upon) the Hooper company will do its regular survey with the sample normally used that week in San Francisco and Oakland, and supply the tabulation to an impartial committee. The sample is not to be increased or decreased, since the objective of the experiment is to compare the regular Hooper and the regular Pulse with the house-to-house coincidental.

4. The final analysis should be made on a quarter-hour basis by stations, since the audience measurement is for programs, and most programs are quarter-hour programs. The Pulse disagrees with tabulation by hours as the basis for comparison, since timebuying is not done on this basis.

5. The sample size of the house-to-house coincidental must be adequate to afford quarter-hour data of reliability and validity in the opinion of Pulse, as well as the other interested parties.

6. The method of the house-to-house coincidental survey and the method of analysis must be acceptable to Pulse.

7. The cost must be acceptable to Pulse.

8. The committee must be acceptable to Pulse and must be comprised of recognized research people who are removed from the San Francisco locale.

9. It is difficult to visualize that the proper house-to-house coincidental survey can be undertaken in the first week of August as recommended by the advertisement. It will need to be a month which allows the time necessary for all arrangements to be made.

10. The research company must be acceptable to Pulse and a suitable guarantee must be established that it will not enter the radio audience research measurement business after completion of this survey during the lifetime of the Pulse. The Pulse does not believe that any fairminded person would ask the Pulse to contribute toward putting a competitor into business.

11. We reject any weighting of the telephone coincidental results by the parties concerned because of some alleged difference between that system and the house-to-house coincidental. After all, the house-to-house coincidental does not provide total quarter-hour audience measurement as does the Pulse roster method, but rather represents average minute ratings. The Pulse does not intend, nor does it know precisely how to adjust its roster results because of this difference.

Commenting further, Mr. Roslow said he "never went on record as saying that the house-to-house coincidental survey represents the ultimate in audience measurement," Rather, he noted, he had stated at the San Francisco meeting that the Pulse had been able to "compare our regular roster survey with a special house-to-house coincidental survey which we called the Simulpulse. If you hold the coincidental to be the system 'par excellence,' then you will be interested in these results."

Many different surveys are in existence in the broadcasting industry today, but not one is in perfect agreement with the other, he said, adding differences in method and sample "should and do" produce differences in results.

Pointing out that Pulse "is a research company not merely a rating service," Mr. Roslow said no one system is the ultimate in radio audience measurement. "I have never claimed that the Pulse roster method is the best," he said.

Bert Ferguson, general manager of WDIA Memphis, proposed to KJBS that Conlan and any other interested survey firms be invited to make their special type of surveys at the same time. "This should establish which, if any, of the present research companies is providing a commendable service," he said.

NETWORK GROSS *June Down 2.3%, PIB Finds*

COMBINED gross time sales of the four nationwide radio networks in June totaled $15,071,239, down 2.3% from the $15,425,427 gross for the same month of last year; according to figures compiled by Publishers Information Bureau, scorekeeper on advertising placed on the networks.

For the first six months, gross network time sales amounted to $96,907,758, a drop of 3.8% below the gross of $100,785,305 for the first half of 1949. PIB breakdown by networks:

	June 1950	June 1949	Six Months 1950	Six Months 1949
ABC	$2,822,677	$3,387,984	$19,428,909	$23,465,161
CBS	5,840,227	5,347,384	36,072,366	33,551,785
MBS	1,204,638	1,403,880	8,493,644	10,279,274
NBC	5,203,697	5,286,179	32,912,839	33,489,085
TOTAL	15,071,239	15,425,427	96,907,758	101,785,305

FCC '51 FUNDS *Cut in Operating Budget Slated*

FCC would function with an actual operating budget somewhat less than that for the past fiscal year which ended June 30, though it is assured of an overall appropriation over last year's under provisions of the 1951 omnibus funds bill studied by Congress last week.

The Senate debated the single-package measure allotting the Commission $6,600,000 plus an additional $25,000 for outside services "for a survey of ways and means of expediting" business operations.

Whether the Commission would utilize the extra funds for employment of consultants to help map its staff reorganization program was not known by authorities last week. FCC was urged to do so in hearings before Senate and House appropriations committees.

An estimated $200,000 cut in FCC's operating budget would soar even higher in the face of demands for a blanket 10% decrease on all non-military agencies. The bill was reported July 8 by Sen. Kenneth McKellar (D-Tenn.), chairman of the Senate appropriations group, which voted the identical figure recommended by the House committee last March [BROADCASTING, March 27] and passed by the House later.

The committees urged a sum $287,000 short of President Truman's 1951 budget estimates. Congress recently gave the FCC an additional supplemental appropriation of $119,000 to enable it to partly absorb salary and per diem increases up to June 30 as provided in 1949. Boosts amounted to $212,000 which was considered part of FCC's 1949-50 budget. Increases during the current year will have to be absorbed from the new expenditure.

Like the House group, the Senate appropriation members expressed hope for a speedup in FCC's broadcast application processing and in hearings on those applications, as well as those for safety and safety services.

The breakdown on Commission activities would call for ceilings of $17,500 on building improvements and repairs; 20 passenger motor vehicles for replacement; $93,000 for travel expenses; and $25,000 for "outside services."

The "cut" in FCC's operating budget results chiefly from salary increases, though the Commission has cut its number of jobs from 1,330 to 1,280, authorities said last week. Like other government agencies, it has refrained from filling vacancies pending Congressional action.

Committee also voted for the international information program a sum of $32,700,000—$14.6 million under current funds, $1.3 million

(Continued on page 67)

WBAL CASE

FCC Is Queried on Delay

INQUIRY as to protracted delay in FCC's action on the WBAL Baltimore case was made of Chairman Wayne Coy last week by counsel for Public Service Radio Corp., which requests the clear channel facilities WBAL seeks to renew.

In a letter to the Commission's chairman, Marcus Cohn, attorney for Public Service, was understood to have asked the status of the WBAL license renewal proceeding and when FCC also might act on the petition filed by Public Service more than a year ago protesting the delay [BROADCASTING, June 13, 1949]. Chairman Coy declined to make the letter public at the present time since he had not answered it. Under the circumstances Mr. Cohn also was not inclined to release the letter.

Public Service, headed by Commentators Drew Pearson and Robert S. Allen, in last year's petition criticized FCC's regulation by "inaction." WBAL, owned by Hearst Radio Inc., is assigned 50 kw fulltime on 1090 kc. The license renewal case, in which Public Service's bid was consolidated, was closed in early 1948. The proceeding, stemming from FCC's Blue Book condemnation of WBAL's programming, began in early 1946.

KDSX INTEREST

Bought by L. L. Hendrick

LOFTON L. HENDRICK, general manager of KRRV Sherman, Tex., since the station's establishment in 1936, has purchased a minority interest in The Grayson Broadcasting Corp., operator of KDSX Denison, Tex., it was announced last week.

Mr. Hendrick, who will assume his duties as vice president and treasurer of KDSX the last week in July, purchased the interests of Fred Conn of Denison and Millard Cope of Marshall, each of whom owned 72 shares. B. V. Hammond, owner of the remaining 156 shares, retains his interest and will continue to serve as president of KDSX. Outlet operates on 1220 kc with 1 kw daytime.

Shaw Appointed

WILLIAM SHAW, account executive with Radio Sales, New York, formerly with the Columbia Pacific Coast network, has been appointed head of the New York Radio Sales AM staff, succeeding Tom Dawson, who resigned to join Edward Petry and Co.

Names Kleiman

ABC POPCORN Co., Chicago, for French Boy Popcorn, names Frederic R. Kleiman agency, same city, to handle its advertising. Local and national radio and TV are being considered. Schedules to be set by Aug. 1. Account executive is Thomas O'Connor.

NBC AFFILIATES

Will Be Asked for More Time by Network

NBC this week will ask 30 of its principal stations to relinquish five hours of station time per week for presentation of network commercial programs.

Executives of the 30 stations will meet in the Stevens Hotel, Chicago, July 20, at the invitation of the network. Charles R. Denny, NBC executive vice president, expected to tell them that the network has received orders from prospective sponsors for 1-2 p.m. period, Monday-Friday, which is station time, and ask them to clear that time for the network.

Possibility that NBC would offer, in return, to relinquish some present network option periods to stations was discounted at NBC headquarters. "We expect to make a strong pitch to obtain the 1-2 p.m. time from the stations," a network executive said last week, "but if they refuse, of course, that will be that."

Top NBC executives will be on hand to address the meeting. In addition to Mr. Denny, who as temporary chief of the NBC radio network will present the principal argument for network capture of station time, Joseph H. McConnell, NBC president, and Niles Trammell, chairman of board, will be present.

open mike

Comments on 'Fusion'

EDITOR, BROADCASTING:

Your editorial "Radio-TV Fusion Now," . . . is very well written, and . . . the type association you propose would be ideal if it were possible for all of the various set manufacturers, component and parts manufacturers, as well as broadcasters, to get together.

The arrangements you suggest would be the answer to many problems in the industry, but I feel it is questionable that all these various segments of the radio-TV arts could be brought together to provide for a well-knit and constructive trade organization.

J. W. Craig
V.P. & Gen. Mgr.
Avco Mfg. Corp.
Member Board of Directors RTMA

* * *

EDITOR, BROADCASTING:

. . . I certainly feel that there are important problems in which radio broadcasters, television broadcasters and manufacturers have related interests and that the area of these interests may widen rather than contract in the future. The creation of an overall organization such as you suggest would provide a needed means for unity of approach in dealing with these problems. The sooner such an organization is formed, the sooner the industry will be strengthened by coordinated action of its interdependent parts.

I also have the feeling that the creation of such an organization would reveal the existence of many more situations in which the various components of the industry could work together for their mutual benefit instead of dispersing their efforts or remaining inactive for lack of a centralizing force.

I also agree that individual interests will remain which will require individual representation, but that is certainly no bar to a top coordinating organization. The only obstacle I see to the execution of your proposal is the inertia which exists in such a widespread industry as the broadcasting field, and I feel you have performed a valuable service in calling the matter to attention and stimulating thought and discussion about it. From this thinking may develop a momentum which if it does not lead to "fusion now," may well lead to "fusion soon"!

Joseph H. McConnell
President NBC

* * *

EDITOR, BROADCASTING:

The proposal outlined in your editorial is a very arresting and startling one. There is certainly a good deal of merit in the idea of consolidating all of the elements interested in all phases of broadcasting into a single agency to deal with the FCC, Congress and other branches of the Government. The combined budgets of the associations presently representing these allied groups should certainly provide a powerful headquarters organization in Washington.

Lewis H. Avery
President
National Assn. of Station Representatives
New York

* * *

EDITOR, BROADCASTING:

The organization [NAB] certainly has a critical time ahead of it. Quite possibly your suggestion for a joint structure will lead the way to a permanent solution to industry problems. I am afraid though that the broadcasting side of the picture will have to be a little clearer than it is now for any approach to be effective.

Paul W. Morency
Vice President
WTIC Hartford, Conn.

AQUATENNIAL

WCCO's Wilkey Heads Radio

GENE WILKEY, general manager, WCCO Minneapolis, has been named to head all radio activities at the 1950 Minneapolis Aquatennial Festival, annual civic cele-

Mr. Wilkey

Mr. Moe

bration, to be held this year July 21-31. A highlight of the event is the WCCO Aquatennial radio and stage show to be staged next Saturday night (July 22) at the Minneapolis Auditorium. Tony Moe, WCCO sales promotion manager, has been named chairman of the two-hour presentation.

Cast for this year's show is headed by Eddie Cantor, Garry Moore and Janette Davies and features WCCO Stars Cedric Adams and Bob DeHaven. A 30-minute segment of the two-hour show will be fed to CBS. Mr. Wilkey reports that all seats (11,000) for the event have been sold out.

Finalists in the "Aquatennial Popular Singing Contest," series of six broadcasts sponsored by the Ford Dealers Assn., will constitute a half-hour portion of the program. In addition, WCCO also is covering the canoe derby, day and night parades, coronation of new Queen of the Lakes and other features in a series of broadcasts during the 10 days.

FULLTIME GRANTS

Proposed for WKAP, WSCR

PROPOSED grants of applications by two stations to change facilities from daytime to fulltime operation were reported last week by FCC in an initial decision.

Affected were WKAP Inc. to change facilities of WKAP Allentown, Pa., from 1580 kc with 1 kw daytime only to 1320 kc with 1 kw fulltime, and Lackawanna Valley Broadcasting Co. to change facilities of WSCR Scranton, Pa., from 1000 kc with 1 kw daytime only to 1320 kc with 1 kw daytime and 500 w night. Both grants would be subject to engineering conditions.

John P. Norton

JOHN P. NORTON, 71, president of WDBC Escanaba, Mich., and owner-publisher of the *Escanaba Daily Press*, died Wednesday after a long illness. Mr. Norton put WDBC, a Mutual affiliate, on the air in 1941. He founded the paper in 1909.

MULL NEWS SCRIPTS

In Richards Case

ANALYSIS of over 1,500 news scripts of KMPC Hollywood by E. Z. Dimitman, former executive editor of the *Chicago Sun* and *Philadelphia Inquirer*, showed them to be fair and impartial, Robert O. Reynolds, KMPC general manager, testified last week. He completed his 18th and final day on the stand in FCC's Los Angeles hearings on charges that G. A. (Dick) Richards, chief owner of KMPC, WJR Detroit and WGAR Cleveland, had ordered staff members to slant the news.

The testimony marked the first instance in which any part of the Dimitman report has been directly received in evidence. Richards' counsel is said to be relying heavily on the report, referred to frequently early in the hearing.

Last week's proceedings were marked by issuance of a five-page statement by Radio News Club of Southern California, which claimed the club itself took the whole case to the FCC. The club branded as "a deliberate untruth" charges that James Roosevelt instigated the FCC inquiry.

"Mr. Roosevelt's letter was only one of several hundred on the subject received by the Commission," the club said in a statement over the signature of its president, Al Gordon, news and special events director of KFWB Hollywood. "We acted in concert with no one but the professional radio newsmen who make up our group," the statement said.

It was added that complaint had been filed by the club with the FCC only after a meeting with KMPC Manager Reynolds and a special attorney had failed to produce "any defense, explanation or rebuttal to the charges (of news slanting) made to RNC" by Clete Roberts, KMPC news director at the time, and two other former KMPC newsmen.

Doubts Roberts

At the Monday FCC hearing Mr. Reynolds challenged Mr. Robert's 1948 affidavit to the FCC in which Mr. Richards was charged with ordering him to slant the news on behalf of the Republican party. Mr. Reynolds said he believed the statement to be false because he himself had never received any such instructions from Mr. Richards.

Mr. Reynolds testified that after news-slanting charges were first made, KMPC obtained letters from 18 advertising agencies representing sponsors of KMPC newscasts and all of them praised fairness of the material. He said that not once did he or the station's commercial department receive a complaint of news-slanting in favor of Republicans, race or religion. All of the agencies have continued to do business with KMPC since the charges were made in 1948, he said.

From 75% to 90% of KMPC newscasts have been sponsored during the past decade, many of them by Jewish firms or individuals, and not once has any criticism come from them, he continued.

State of Mr. Richards' health came up at the Tuesday hearing while Mr. Reynolds was identifying an affidavit Mr. Richards had sent to the FCC in 1948 in response to complaints of news slanting. Examiner Cunningham observed to FCC counsel that perhaps Mr. Richards will be able to identify affidavits later.

Cites Health

One Richards affidavit noted that he has been unable to exercise and lacking outlets for his energy, has been "apt to be impulsive and express himself in an exaggerated manner." His executives and others who know him well are aware of this, the affidavit noted, and treat his utterances accordingly.

Mr. Reynolds said he had not heard Mr. Richards tell Robert L. Horn and William N. Kneeley, newscasters to slant broadcasts or to refer to Henry Wallace as "peanut head."

At the Wednesday hearing, Mr. Reynolds identified inter-office memos designed to support KMPC's claim that Mr. Roberts was discharged in an economy move and not because of alleged defiance of orders. An itemized Roberts expense list of $1,247 from Jan. 3 to March 14, 1947 included lunches, new office furniture and a $60 portrait sitting, it was testified.

After a vacation Mr. Reynolds is to be recalled to the stand in mid-August for FCC redirect examination.

Capt. Eddie Rickenbacker, president of Eastern Airlines, appeared as a character witness, testifying he had known Mr. Reynolds intimately for 40 years. He called Mr. Richards "a great patriot, a civic leader and an honest, aggressive businessman."

"There is no greater patriot in America today than Mr. Richards, and there never has been," he said. "If we had more true Americans like him, we would not be sending our boys 7,000 miles overseas to be slaughtered in Korea." FCC Counsel Frederick W. Ford objected that the testimony was not responsive to the question and was sustained by Examiner James D. Cunningham, presiding officer.

Rickenbacker Praises

Mr. Rickenbacker characterized the KMPC owner as an excellent businessman, honest and fair, and "extremely generous, particularly with those less fortunate." He added that he has "served every faith, Catholic, Jew and Protestant, without discrimination."

Appearance of the famed aviator drew a full crowd. During his last minutes on the stand he sat grimly silent as Mr. Ford and Hugh Fulton, chief counsel for Richards, argued over FCC counsel's right to ask a hypothetical question, "If it were shown that Mr. Richards ordered his newscasters to slant the news in favor of certain groups and omit news about other groups, would you still testify that he was fair?"

"Yes," Mr. Rickenbacker had re-

(Continued on page 40)

DURING operations of a salvage ship in Alaska's Cook Inlet, Ann Dimond, *Mukluk* editor of KENI Anchorage, is interviewed as she prepares to dive 47 feet into the arctic water. Her experiences, reported by her via the diving suit's electrical inter-communications system and tape recorded, were released later on the air.

CITE RICHARDS

Accepts Legion Award

DUAL honors have been conferred upon G. A. (Dick) Richards, principal owner of KMPC Los Angeles, WJR Detroit and WGAR Cleveland, by the American Legion in Los Angeles. Mr. Richards received a personal citation July 7 from A. D. Guasti, Commander of the Legion Los Angeles County Council. He then accepted a public service citation awarded KMPC from Earl E. Baldwin, Legion vice-commander of California.

Personal citation was "in recognition of his outstanding service, cooperation and courtesy to the American Legion by providing the facilities of Radio Station KMPC as a public service in the interest of the welfare and security of this community, state and nation." Public service citation to KMPC was in appreciation of station's outstanding support of Legion patriotic and Americanism programs.

A third award was given KMPC last week, an Award of Merit for services to wounded veterans, by the California department of Military Order of Purple Heart. Award was presented by Rex W. Franklin, California commander.

50,000 WATTS at 800 kc.

A Greater Voice • A Greater Value!

THE DETROIT AREA'S
Better-than-ever Best Buy

Coverage of a 17,000,000 population area in 5 States

•

Adam J. Young, Jr., Inc., National Rep.

CKLW Mutual Broadcasting System

Guardian Building, Detroit 26, Michigan

J. E. Campeau, President

AIRMAID MILLS

Plans Expanded Radio Use

A RE-SHUFFLE at Airmaid Hosiery Mills, Dallas, which markets hose through drugstores coast to coast, includes plans for expanded use of radio.

Effective July 31, Airmaid's account will be handled by the Dallas office of Simmonds & Simmonds, headed by Vice President Monte Kleban, a veteran in the radio field.

"We are planning a campaign," said Mr. Kleban, "which includes the purchase of 15,000 spot announcements in a 26-state area in the coming year. We are also going into TV in all major markets in the 26 states. The company also has in view an expansion program to go into other markets."

Newly appointed as Airmaid's advertising manager, effective July 15, is Dorothy Cantrell, radio director and copy chief of J. B. Taylor Inc., Dallas, and formerly account executive of Albert Evans Advertising, Fort Worth. She succeeds Lillian Clark.

New president of Airmaid is Myer M. Donosky, former treasurer of the *Dallas Morning News* and past president of the Texas Newspaper Publishers' Assn. He succeeds Joe R. Brown, who becomes chairman of the board.

HARDESTY TO NAB

Named Richards Assistant

JOHN F. HARDESTY, of WOIC (TV) Washington, joins the NAB Washington headquarters staff July 31 as assistant to Robert K. Richards, public affairs director. He replaces James Dawson, who resigned a fortnight ago as assistant director.

Mr. Hardesty

Mr. Hardesty has been with WOIC since November 1948, working under General Manager Eugene S. Thomas in preparing the station's debut in January 1949. He was director of special events and advertising, and also was in charge of news coverage.

upcoming

NAB District Meets

Aug. 14-15: Dist. 17, Benjamin Franklin Hotel, Seattle.

Aug. 21-22: Dist. 15, San Carlos Hotel, Monterey, Calif.

Aug. 24-25: Dist. 16, (Place to be selected).

Aug. 28-30: Canadian Assn. of Broadcasters director meeting, Jasper Park Lodge, Jasper, Alta.

Aug. 30-Sept. 2: Western Assn. of Broadcasters, Jasper Park Lodge, Jasper, Alta.

1908 B. Walter Huffington 1950

JUST as he was starting a nationwide membership sales campaign, B. Walter Huffington, 41, station relations director of NAB, was stricken Thursday with a heart attack while motoring out of Winston - Salem, N. C. He died in his auto with Mrs. Huffington and daughter at his side.

Mr. Huffington

Funeral services were held Saturday at Portsmouth, Va., his home.

Mr. Huffington joined NAB last May 18 as director of the new Station Relations Dept. Previously he had been general manager of WSAP Portsmouth.

Mr. Huffington was born Aug. 21, 1908, in Norfolk where he attended public schools and Atlantic U.

He entered radio in 1937 at WTAR Norfolk, Va.

He married the former Helen Anna Lang, of Norfolk. They had one child, Betty Anne, 16. Mrs. Huffington, the daughter and his mother, Mrs. B. W. Huffington, survive.

William B. Ryan, NAB general manager, issued a statement Thursday in which he praised Mr. Huffington's work at NAB and voiced the association's grief at his sudden death.

N. Y. EXCHANGE

To Jointly Promote Radio

AN AGREEMENT among New York radio stations to exchange research and promotional information to reinforce radio's place as a top advertising medium was reached last week.

Representatives of 10 New York stations, meeting at the invitation of R. C. Maddux, WOR vice president in charge of sales, exchanged informal views on the problem of promoting radio. They agreed that each would invigorate promotional efforts invidually.

Present at the meeting in addition to Mr. Maddux were Norman Boggs, WMCA; Ted Cott, WNBC; Joseph Creamer, WOR; Murray Grabhorn, WJZ; Bernice Judis, WNEW; K. T. Murphy, WINS; J. R. Poppele, WOR; Elliott M. Sanger, WQXR; Hartley Samuels, WFDR; G. Richard Swift, WCBS, and Ralph Weil, WOV.

WIBW goes straight down the farm row!

Let's do some *straight* talking. Kansas is a mighty good market. It's made up mostly of profitable, productive farms and prosperous agricultural communities. In short, it's a *farm* market.

Think this over! WIBW IS A FARM STATION. It's the *preferred* station of the farm and small town homes in Kansas.*

It makes mighty good sense to turn your sales job over to the station that goes *right down the row* of the homes that do the biggest part of the buying in this market. Join the hundreds of satisfied WIBW advertisers and be convinced.

* *Kansas Radio Audience 1949*

WIBW

SERVING AND SELLING

"THE MAGIC CIRCLE"

WIBW · TOPEKA, KANSAS · WIBW-FM

CBS

Rep: CAPPER PUBLICATIONS, Inc. · BEN LUDY, Gen. Mgr. · WIBW · KCKN

POLICY BOARD

Confers on Frequency Utilization

THE PRESIDENT'S Communications Policy Board met last week in Washington and conferred with President Truman on progress achieved thus far in its study of overall frequency utilization.

The nature of the three-day Washington sessions among board members and its conferences with President Truman was not revealed. It was learned, however, that the five board members concerned themselves chiefly with international radio and wire communications problems.

A spokeman for the board said that the defense issue, as it might affect the board's work, was not touched on in any great detail save superficially, either in its sessions or the Presidential conference.

It was intimated, however, that the board plans to delve into the use of spectrum space by the government at its next meeting, tentatively slated for Aug. 2-3. The board is to report its overall findings by Oct. 31

To that end, a special committee was named to look into the problem of frequency utilization as between government and/or military users and non-government or private users of frequencies as allocated by FCC. Heading up the group is Fred C. Alexander, formerly associated with Mackay Radio Co. and just returned from a Geneva conference on frequency utilization.

A second committee, under the chairmanship of Marvin L. Fair, of Tulane U., also was appointed to consider the economic aspects of international and domestic communications.

The board met Tuesday with President Truman and reportedly presented a "progress report" on what it had accomplished and what it hopes to do before its dissolution in February 1951.

Already it has consulted with officials of private telegraph companies, State Dept., Defense Dept. and FCC in past meetings held in March, April, and May.

Its purpose is to make recommendations to the President on policies to govern use of radio frequencies in the international communications and wire fields as well as on the domestic levels. It was believed that these proposals, when available, would serve as a basis for the President's own recommendations in future conferences with NSRB Chairman W. Stuart Symington and Defense chiefs in the overall communications planning for national defense.

Head of the board, appointed last February by the President [BROADCASTING, Feb. 20], is Irvin L. Stewart, former FCC Commissioner and now president of the U. of West Virgina. Other members are D. Lee A. Du Bridge, California Institute of Technology; William J. Everitt, Dept. of Electrical Engineering, U. of Illinois; Dr. James R. Killian Jr., Massachusetts Institute of Technology; and David H. O'Brien, Hackettstown, N. J.

CBS-SPG Wage Pact

AGREEMENT for raises of $4 per week each across the board for nine CBS Hollywood Screen Publicists Guild members was reached last week between the network and SPG. Negotiations followed re-opening on the wage question of the present contract that still has 18 more months to go. Contract is subject to ratification tomorrow (July 18) at an SPG membership meeting. Present guild wage minimum is $77.

CAB Directors Meet

REPRESENTATION of Canadian Assn. of Broadcasters at the forthcoming NARBA meeting and domestic problems will be aired at the CAB directors meeting to be held Aug. 28-30, at Jasper Park, Alta. The directors meet will immediately precede the annual meeting of the Western Assn. of Broadcasters at Jasper Park Lodge, Aug. 30-Sept. 2.

ZIV PROGRAMS

New Sponsors Set

FREDERIC W. ZIV Co., New York, producers of transcribed-syndicated programs, announces sale of the following programs:

Barry Wood Show to Molly Pitcher Wines for 52 weeks, three-per-week basis, in Flint, Grand Rapids, Jackson, Lansing, Port Huron and Saginaw, Mich.

Boston Blackie, Philo Vance, Guy Lombardo Show, Wayne King Show and *Favorite Story*, plus 12 other shows, for 52 weeks to WVMC Mt. Carmel, Ill.

Philo Vance, Wayne King Show, Guy Lombardo Show, Boston Blackie, The Cisco Kid and *Favorite Story* to KSWO Lawton, Okla., for 52 weeks.

The Cisco Kid also has been sold to Packers Super Markets Inc., Detroit, and WCAU-TV Philadelphia.

INDIANA FAIR

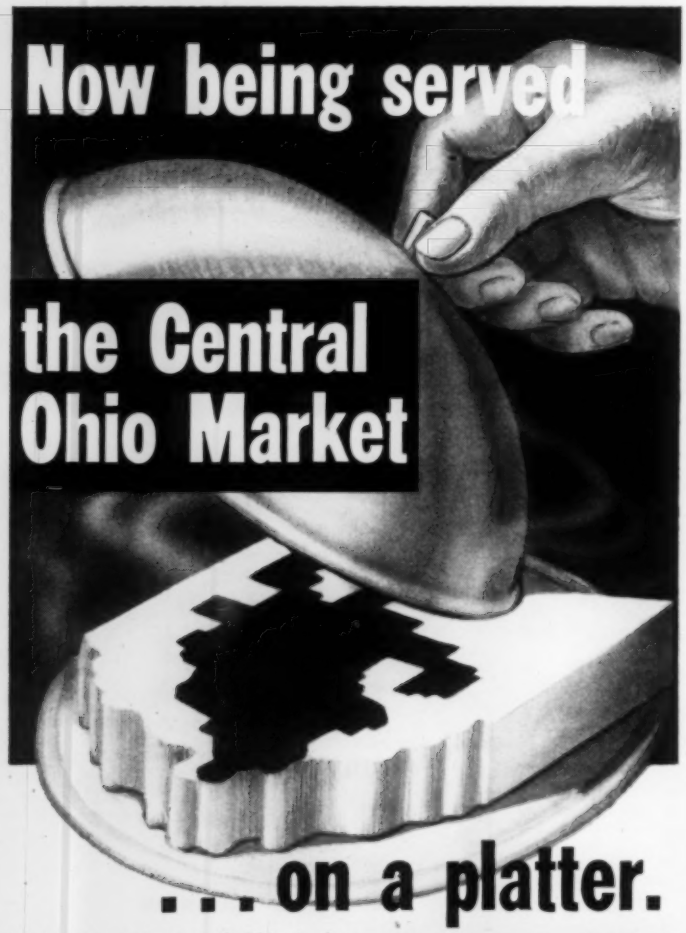
Stations Pledge Support

PLEDGES of cooperation for the Indiana State Fair and other statewide activities were given at the Indiana Broadcasters Assn.'s 1950 summer meeting held July 7 at the Columbia Club in Indianapolis.

Roger Walcott, in charge of public relations, and Albert Bloemker, promotion and publicity, attended the meeting to help coordinate radio activities at the fair. Modern radio center on the grounds and several remote broadcasts are planned. Daniel C. Park, president of IBA since March, presided at the meeting.

Memorial Award

AWARD of $2,500 annually in memory of 14 American correspondents who died July 12, 1949, in an airplane crash over Bombay was announced Wednesday in Washington by Albert Balink, editor of *Knickerbocker*, Netherlands magazine in the U. S. Award will be given to the author of the best article or series promoting democratic affinity between The Netherlands and the United States. Among the 14 who lost their lives were H. R. Knickerbocker, WOR New York; Elsie B. Dick, MBS, and George L. Moorad, KGW Portland.



Buying Power in central Ohio is the 187,980 WBNS families with income of $1,387,469,000. Both local and national advertisers know from experience that effective selling in this market means WBNS plus WELD-FM. They have the proof that this station delivers the results at lower cost.

WBNS
PLUS WELD-FM

ASK JOHN BLAIR

POWER WBNS 5000 - WELD 53,000 - CBS COLUMBUS, OHIO

DO YOU WANT RESULTS FROM YOUR ADVERTISING DOLLAR?

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY
CINCINNATI
50,000 WATTS OF SELLING POWER

DOHERTY BACK

From Geneva Conference

RICHARD P. DOHERTY, director of the NAB Employe-Employer Relations Dept., has returned from Geneva, Switzerland, where he served as one of five U. S. delegates representing American industry at the International Labor Organization conference.

The conference worked on industrial relations problems, minimum wages, vocational training and equal pay for equal work. The ILO board ruled that the 1950 agenda was too full to permit discussion of performers rights. On his return trip Mr. Doherty conferred with officials of Radio Italiana, met with labor and government officials in France and England and with leaders of the British motion picture industry.

SAFETY BUREAU

FCC Lists Key Personnel

APPOINTMENT of key personnel in its new Safety and Special Radio Services Bureau was announced last Tuesday by FCC.

Move follows the second phase of FCC's functional reorganization of its staff in which the bureau was established in charge of Edwin L. White, chief of Aviation Division, Bureau of Engineering [BROADCASTING, July 3]. The unified bureau will be activated July 31.

Key personnel named were:

Assistant chief of bureau, Lester W. Spillane, presently assistant general counsel in charge of Safety and Special Services Division; Marine Division, William N. Krebs, chief, now assistant chief engineer in charge of the engineering Marine Radio and Safety Division; Aviation Division, John R. Evans, chief, now on staff of engineering Aviation Division; State-Local Government and Amateur Division, George R. Rollins, chief, now chief of engineering Radio and Amateur Division.

Also, Industry & Commerce Division, Glen E. Nielsen, chief, now chief of engineering Public Safety and Special Services Division; Authorization Analysis Division, Charles R. Weeks, chief, now planning officer, Organization and Methods Division, Office of Administration; Enforcement Unit, chief, Marshall S. Orr, now chief of Aviation and General Mobile Branch, Office of the General Counsel.

BMI Program Clinic

BROADCAST MUSIC Inc. is planning a program clinic for midwest station executives in Chicago next fall. The seminar, intended to be a practical work session, is tentatively scheduled for late October at the Stevens Hotel. More than 100 station men are expected to attend sessions on all phases of programming, including several on how to use music effectively. Clinic is similar to those which have been conducted by BMI in New York and Los Angeles.

June Box Score

STATUS of broadcast station authorizations and applications at FCC as of June 30 follows:

	AM	FM	TV
Total authorized	2,303	732	109
Total on the air	2,144	691	104
Licensed (All on air)	2,118	493	47
Construction permits	185	196	62
Conditional grants		2	
Total applications pending	984	141	397
Requests for new stations	272	17	351
Requests to change existing facilities	255	34	17
Deletion of licensed stations in June	4	6	
Deletion of construction permits	1	4	
Deletion of conditional grants			

Appoint Hutcheson

APPOINTMENT of Dr. J. A. Hutcheson, research director of Westinghouse Electric Corp., Pittsburgh, as chairman of the Committee on Ordnance, Research and Development Board, was announced last Monday by William Webster, board chairman. Dr. Hutcheson, with the firm the past 24 years and research director since March 1948, supervised engineering of radio communication and radar equipment produced by Westinghouse for the armed services during World War II.

CANADA RATINGS

U. S. Shows Still on Top

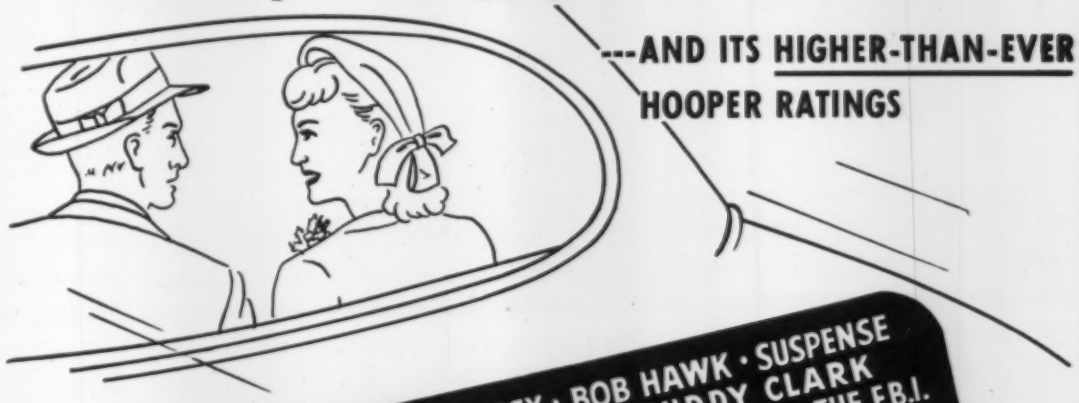
JUNE national program ratings of Elliott-Haynes Ltd., Toronto, gave 10 U.S. programs top ratings out of 24 evening network programs. The leading programs, with ratings: *Radio Theatre* 25.7, *My Friend Irma* 19.3, Bob Hope 18.7, *Pause That Refreshes* 17.6, *My Favorite Husband* 16.4, *Great Gildersleeve* 16.1, *Aldrich Family* 15.3, *Suspense* 15.3, *Twenty Questions* 15, and *Sealed Book* 14.2.

Daytime programs also lead with U.S. shows in top place, first five out of 13 total, being:

Big Sister 13.6, *Ma Perkins* 13, *Pepper Young's Family* 12.1, *Road of Life* 11.6, and *Right to Happiness* 11.3. French-language evening shows, 14 in all, were led by *Un Homme et Son Peche* 37.6, *Metropole* 27.1, *Radio Carabin* 24.5, *Ceux qu'on aime* 19.2, and *Jouez Double* 19.1. French-language daytime shows, 10 in all, were led by *Jeunesse Doree* 25.7, *Rue Principale* 23.9, *Tante Lucie* 20.5, *Grande Soeur* 19.5, and *Quart d'Heure de Detente* 19.1.

In Buffalo you can go places fast with WGR

---AND ITS HIGHER-THAN-EVER HOOPER RATINGS



EDGAR BERGEN · ARTHUR GODFREY · BOB HAWK · SUSPENSE
LUX RADIO THEATRE · MY FRIEND IRMA · BUDDY CLARK
LOWELL THOMAS · HALLMARK PLAYHOUSE · JACK SMITH · THE F.B.I.
DICK HAYMES · EDWARD R. MURROW · SING IT AGAIN · BEULAH
MR. & MRS. NORTH · THE GOLDBERGS
LUCILLE BALL · ABE BURROWS
MR. KEEN · CRIME PHOTOGRAPH
JOAN DAVIS · GROUCHO MA
MR. CHAMELEON · DR. CHRISTIAN
BING CROSBY · BURNS & ALLEN
EVE ARDEN · AMOS 'N' ANDY
JACK BENNY · INNER SANCTU
RED SKELTON · HELEN HAYES
HORACE HEIDT · MYSTERY THEA · FAMILY HOUR OF STARS
PHILIP MARLOWE · GANG BUSTERS · DINAH SHORE · GENE AUTRY
HIT THE JACKPOT · WE, THE PEOPLE · VAUGHN MONROE · CONTENTED HOUR

NOW ON WGR CBS 550

Leo J. ("Fitz") Fitzpatrick
I. R. ("Ike") Lounsberry

WGR 550 Broadcasting Corporation

RAND BUILDING, BUFFALO 3, N. Y.
National Representatives: Free & Peters, Inc.

THE LATEST WCKY STORY

THE LOCAL ADVERTISER KNOWS THE BEST BUY!

Look at these success stories of WCKY local advertisers:

DOT FOOD STORES—independent regional food chain—sponsors of "Supper Surprise" 5.30 to 6 PM Monday thru Friday, report coffee sales of its Dot Coffee are up 12%, despite a general trade decrease in coffee sales.

PATRICIA STEVENS—modelling school—reports WCKY produces more prospects at lower cost than any other Cincinnati station they have used.

BIGNER, INC.—retail television store—sponsoring WCKY newscasts, report they secured more leads and sales of television sets by using WCKY than they had obtained from any other media.

WCKY IS ON THE AIR EVERYWHERE 24 HOURS A DAY SEVEN DAYS A WEEK

INVEST YOUR AD DOLLAR WCKY'S-LY

XUM

THE LATEST WCKY STORY

THE NATIONAL ADVERTISER KNOWS THE BEST BUY!

Look at these success stories of advertisers on the Jamboree:

PROCTER & GAMBLE—LAVA SOAP—secured orders for 27,382 dozen gladioli bulbs at 25¢ per dozen, in 8 weeks.

FREUND JEWELERS secured 20,073 orders for Bulova watches and wristbands, selling at $37.95, in 12 weeks.

FOR A SUCCESS STORY ON YOUR CAMPAIGN INVEST YOUR AD DOLLAR WCKY's-ly!

Call Collect Thomas A. Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX: NY 1-1688

or

C. H. "Top" Topmiller
Cincinnati
Phone: Cherry 6565
TWX: Ci 281

L. B. Wilson

WCKY
CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER

XUM

editorial

Will TV Lights Go Out?

WITHIN HOURS of the outbreak of the Korean conflict, word was being whispered in Washington councils that total war would bring TV to a grinding halt. The military, supreme in a national emergency, the story went, would order the closure of TV transmitters—blacking out the 106 stations and 6½ million receivers.

It sounded preposterous. We checked, but got neither denial nor confirmation. The ether hog propensities of TV, now using 12 channels of six megacycle (6,000 kilocycle) width, was cited as one salient reason for the alarmist TV talk. Interference with the radar screen to ring the country, and with aircraft communications, also were mentioned, ever so gingerly.

The talk did not touch aural broadcasting because of the experience of the last war, and the success achieved through voluntary safeguards.

The other day the authoritative Alsop brothers, in their syndicated column, shed further light. They foresaw national mobilization. They cited the need for vital war equipment, including radar warning apparatus. Then the tip-off that the President is expected to ask for emergency authority allocation and priority to break bottlenecks.

"The television boom, for instance," said the Alsops, "cannot be permitted to halt radar manufacture, as it is now doing."

Effects of this brand of talk have been reflected in the stock market gyrations, with TV issues taking a beating. The word has gone out that there will be production restrictions on TV because of rearmament.

The veiled talk and innuendo is not unlike that which preceded Pearl Harbor, when the military wanted to commandeer all radio and clamp rigid censorship on everything.

The rule of reason prevailed. Radio was not molested. Elaborate plans for "radio silence" were made via the key station system, whereby stations would be alerted in event of air attack. Radio did a home front job that won the plaudits of all, the military included.

The rule of reason must prevail in the present crisis too. TV is a new medium. Atomic war, if it comes, is new.

Let's examine the part TV could play in total war—push-button war, with electronically controlled missiles, even atom bombs.

Visualize a sneak attack that happened to break through the radar screen. Panic could be mitigated—possibly avoided—through the calm voice of radio.

How much more psychologically reassuring it would be if the President could be seen, and the degree of damage (or lack of it) wrought could be flashed before the people? What if the public could see Old Glory still whipping in the breeze over the Capitol?

There's little more important than the nation's morale in a time of national emergency. There's no instrumentality with greater impact than TV—now essentially a major market medium. A push-button, atomic war would strike at the arsenals, mainly major markets.

This is horrendous talk. It may be premature and grim. But we learned in World War II about the twin gremlins "Too Little and Too Late."

In this situation we see portents of a continued TV freeze because of imminent mobilization and stockpiling of materials.

Limitation on radio-TV manufacture may be in the offing. Despite wild talk, there's little likelihood of closure of stations. The entire AM spectrum covers only 1600 kc. just two-tenths the space occupied by a single TV channel.

In a national emergency, needs of government are superior to those of industry. First, it must be ascertained that the indicated needs of government are in the best interests of the nation.

There can be no rule of reason if plans as radical as the snuffing out of TV are evolved in the ivory towers of the military. It is the duty of the FCC and of our mobilization and defense forces to ascertain beyond reasonable doubt that our psychological weapons on the home front are not impaired or demolished by military fiat.

The Voice Roars

UNLESS all signs fail, the Voice of America soon will be endowed to the extent of perhaps $100 million to speed the "truth offensive" and counteract the Soviet global propaganda. A year ago, the Voice couldn't borrow or beg a dollar beyond "minimum requirements."

The sudden turn of events in the Pacific, the stepped up jamming by the Soviet of Voice transmissions, and the united front of leading national figures in support of the Benton Plan for a "Marshall Plan of Ideas" over a worldwide shortwave network, have converged to pass this near miracle.

Whether the control of this enlarged Voice should continue in the State Dept. or be vested in a separate propaganda agency as proposed by Elder Statesman Bernard Baruch, is left to Congress. The State Dept. has been inhibited by diplomacy and protocol. An out-and-out propaganda agency obviously would have greater freedom.

On another front, Radio Free Europe began regular operation last week in the counter-offensive. It is financed by a group of prominent Americans, most of them identified with the war effort. It won't compete with the Voice. Because of its private auspices, it will have flexibility and force not possible for a Government-operated venture. Its transmitters are in American-occupied Germany, and its frequencies cleared through the State Dept.

It is significant that opposition to the Voice —a Government radio venture—is practically inaudible. Just a few months ago, Congress was bellicose. There also was opposition from private broadcast groups who feared Government invasion of radio—even in the shortwave international domains. This journal was skeptical, and espoused use of longwave stations on the continent, as a sort of reverse lend-lease. Time would be "purchased" in exchange for Marshall Plan credits, on stations customarily heard on the "people's radios" in general use.

We still favor the reverse lend-lease plan. We recognize, however, that in a national emergency, propaganda is a function of Government. We are now engaged in a psychological war in Europe and Asia. Hence, a "national emergency" exists.

The shooting war is now localized in Korea. In the psychological war, the battle-lines are global. Radio is a weapon. It is a war for the minds of men.

When war ends—psychological as well as physical—arms will be laid down. Swords will be forged into plowshares, and transmitters will be diverted to their American free enterprise functions of educating, informing and entertaining; to the sale of good will along with goods.

our respects to:

CHARLES GORDON BASKERVILLE

A FEW months more and Charles Gordon Baskerville at 44 will have completed a five year general managership of WFLA Tampa, the *Tampa Tribune* station and NBC affiliate.

By the fall, when that five year cycle is completed, the physical results of Mr. Baskerville's efforts during his tenure are scheduled to come to a head. WFLA's AM and FM business offices and studios will move into new facilities at the Tribune building in downtown Tampa. The stations, with elaborate provisions for eventual television, will have one of the most modern and efficient broadcasting plants in the South.

This high mark in the Baskerville career is typical of progress made in the past by the North Carolina born Floridian. An associate of radio, off and on, for the past 20 years, the still youthful broadcaster knows the busi-

(Continued on page 33)

Static and Snow

By AWFREY QUINCY

SEN. JOHNSON describes fusion as "associating elephants with mice, wolves with lambs." Who, me?

* * *

The radio business never ran truer to form than in those letters about "Fusion Now." Most broadcasters think the idea is terrific, but at least one thinks it's terrible—one doesn't understand it—two claim they thought of it first and long ago—receiver manufacturers are occupationally cagey and non-committal—trade association lads approve in principle while unsheathing the dagger. But, while the firemen squabble, the house may burn to the ground. It's all too reminiscent of 1940 and the spectacle of La Belle France with unstable governments, unyielding political splinters, uncompromising internal differences, while Germany neatly gobbled up the entire mess.

* * *

Stan Hubbard's publicity man confirms our worst suspicions. According to a KSTP release, radio announcers have but two dimensions: Height and weight.

* * *

Much to our surprise, a BBDO picture in BROADCASTING identified a Mr. Barton and a Mr. Osborn. Next thing we know, we'll learn that in London there is actually a Mr. Lloyd in the insurance business.

WOV's "Daily Triple"

Delivers a Night Time audience of *971,520 Different* people weekly!

The "DAILY TRIPLE" provides, in a single unit purchase, participation in WOV's 1280 CLUB, PRAIRIE STARS and RAMBLE IN ERIN PROGRAMS — one broadcast in each program daily . . . a total unduplicated audience of 971,520 PEOPLE at a cost of only 27 CENTS PER THOUSAND people reached.

In New York the big swing is to the independents, and WOV's nighttime audience is up 39%.* The WOV "DAILY TRIPLE" is your best bet for sales impact, market coverage and an unbeatable unit rate.

*Source: The-Pulse, Inc.

IN NEW YORK AT NIGHT...

THE BIG SWING IS TO THE INDEPENDENTS!

Originators of *Audited Audiences*

WOV
NEW YORK
5000 WATTS

THIS IS THE *"Daily Triple"*

Each program reaching a large, distinctive and different audience.

★ **1280 CLUB** — with Bill Williams. 1 ½ hours of fun and music with America's best bands to entertain you.

★ **PRAIRIE STARS** with Rosalie Allen — Unchallenged queen of American Folk, Western, and Mountain Music. Elected America's No. 1 feminine disk jockey for 1950 — Western Life Poll.

★ **A RAMBLE IN ERIN** with Pat Stanton — Authentic Irish music and folk songs, with celebrities and guest stars.

Rome Studios: Via del Bufalo 126

National Representative *John E. Pearson Co.*

front office

DR. HARRY MORGAN, co-owner, assumes active management KSBW Salinas, Calif., with partner **WILLIAM OATES**, commercial manager. **KEN RANDOLPH**, general manager, resigns.

GEORGE E. LINDMAN, general manager KITO San Bernardino, Calif., to station manager KPOA Honolulu, T. H. KPOA joined MBS July 4.

JOHN F. SCREEN, WABB Mobile, Ala., commercial manager, to WAFB-AM-FM Baton Rouge, La., in same capacity.

Mr. Screen

L. BERRY LONG Jr., account executive-sales director KOA Denver, to WNBC-AM-FM New York as sales manager.

INDEPENDENT METROPOLITAN SALES appointed national representative for WHTN-AM-FM Huntington, W. Va.

NORMAN HARROD, salesman CKRC Winnipeg, to sales staff CKY Winnipeg.

RALPH HATCHER, director CBS co-op programs, to WPLH Huntington, W. Va., as manager. Was with WTAR Norfolk. Succeeds **F. J. EVANS**, who continues as president and 50% stockholder WPLH.

Mr. Hatcher

EDWARD J. DEVNEY resigns as vice president William G. Rambeau Co. to form his own station representative firm, **Devney & Co.**, 347 Madison Ave., N. Y. Phone: HIckory 6-6722. Firm will concentrate on stations currently without representation in N. Y., operating on flat fee basis in place of usual commission plan. Mr. Devney previously western manager Howard J. Wilson Co. and Headley-Reed Co. account executive.

CHARLES A. BLACK, assistant to president, Hawaiian Pineapple Co., Honolulu, to account executive KTTV (TV) Hollywood.

CARROLL J. LOOS, advertising representative for *Wallace's Farmer and Iowa Homestead*, to KFAB Omaha, Neb.

NORM BROWN, salesman, National Broadcast Sales, Toronto, opens **Radio Times Sales (Ontario) Ltd.**, Toronto, representing CJAD Montreal. Quarters at 147 University Ave.

DONALD J. QUINN, sales staff KXOA Sacramento, to manager KXOC Chico, Calif. Both Lincoln Dellar stations. He succeeds **TED HALL**, resigned.

Mr. Quinn

THOMAS S. BUCHANAN, Berkshire Adv. Assoc., Great Barrington, Mass., to KOTV (TV) Tulsa, Okla., as account executive.

ANTHONY M. (Bob) HENNIG, with ABC since it became independent network, last as assistant treasurer, appointed business manager of ABC-TV program department.

DAVID LASLEY, radio-TV network advertising and promotion manager NBC Chicago, to radio network sales staff as account executive. **HAROLD A. SMITH**, promotion manager WMAQ and WNBQ (TV) Chicago, NBC stations, replaces him.

MILO PETERSEN, general manager, KGEM Boise, Idaho, also assumes sales responsibilities following resignation of **AL BIORGE**, sales manager. Mr. Petersen was not correctly identified in this column July 3.

CAL CANNON, general manager KIEV Glendale, Calif., father of girl, July 2.

Personals . . .

JOHN S. HAYES, vice president and general manager WTOP Washington, appointed chairman business employes unit No. 1, 1951 Community Chest campaign. . . . **RICHARD A. MOORE**, assistant general manager and ABC Western Div. director of TV operations, on three weeks business-vacation trip to N. Y. and Vermont. . . . **ROBERT R. TINCHER**, general manager WNAX Yankton, S. D., elected to board of trustees of Yankton College.

ED YOCUM, general manager KGHL Billings, Mont., returns to his office after several weeks of illness. He suffered a stomach disorder while on recent trip East. . . . **JACK R. DRAUGHON**, president-general manager WSIX Nashville, spending half-days at his office after absence of several months during which he was on rigid diet. He dropped 53 pounds.

ROGER W. CLIPP, general manager WFIL-TV Philadelphia, awarded certificate of appreciation by Phila. chapter of National Foundation for Infantile Paralysis for station's contributions to 1950 March of Dimes campaign. . . . **GEORGE M. BURBACH**, general manager KSD-AM-TV St. Louis, and Mrs. Burbach sailed on *Queen Mary* July 8 for European vacation until late August. . . . **DON B. DAVIS**, auditor KFWB Hollywood, will address accounting students of Southwestern U., L. A., on "Office Management of Broadcasting," Aug. 16.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

1949 BMB

Day—**110,590** *families in* **36** *counties*

Night—**85,830** *families in* **31** *counties*

and

3 to **7** days weekly:

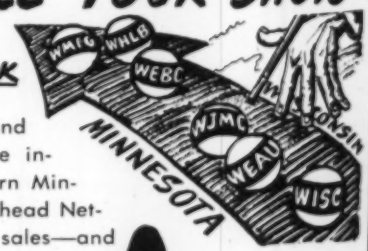
Day—**90,320** *families*

Night—**66,230** *families*

(Retail sales in the area are over $600 million yearly)

WDBJ CBS • 5000 WATTS • 960 KC
Owned and Operated by the TIMES WORLD CORPORATION
ROANOKE, VA.
FREE & PETERS, INC., National Representatives

YOU CAN **CALL YOUR SHOTS**
ON THE
ARROWHEAD NETWORK



To cover the rich dairyland markets of Wisconsin; the industrial centers of Northern Minnesota . . . use the Arrowhead Network. You're interested in sales—and that's what we deliver!

ARROWHEAD NETWORK

WMFG HIBBING | WHLB VIRGINIA | WEBC DULUTH | WJMC RICE LAKE | WEAU EAU CLAIRE | WISC MADISON

Represented nationally by RA-TEL Reps., Inc. and regionally by BULMER-JOHNSON, Inc. Mpls.

Respects

(Continued from page 30)

ness from the copy desk, where he first began in the industry, to the front office.

Born in Charlotte, N. C., on Aug. 26, 1906, Mr. Baskerville spent his youth in that city and in the little town of Monroe about 25 miles from Charlotte where his family moved while he still was in his boyhood. After completing high school in Monroe where he played football, he entered Davidson. There, his sports participation was cut short by an illness.

The "Roaring Twenties," in which Charles Baskerville grew up, were just a memory by 1930. The depression had placed the country's economy on a treadmill. The radio industry was feeling its first sharp growing pains. That was the year when Mr. Baskerville entered radio, his eyes focused on the industry's opportunities and needs.

As an enterprising youngster, he filled one of those needs at the outset by becoming salesman and copywriter at WDAE, owned by the *Tampa Times*. It was Mr. Baskerville's uncle, the late Charles G. Mullen, then general manager of the *Times*, who introduced his namesake to the newspaper world and eventually to radio.

During the Christmas season of 1927, after young Baskerville had graduated as an English major from Davidson with plans to study law, Mr. Mullen offered his nephew a summer job at the *Times*. On June 21, 1928, Mr. Baskerville left North Carolina for Florida, starting in at the paper as a cub reporter, covering police, the sheriff's office and other assignments.

Joins WDAE

Grasping at an opportunity to enter radio at WDAE, he soon was launched on an experience that brought him to grips with the regulatory function of government in radio. He made frequent trips to Washington on behalf of WDAE before the old Federal Radio Commission.

During this time, Mr. Baskerville, as manager of WDAE, also pioneered in the extension of network broadcasting. He deliberated in conferences with CBS on plans to extend the service into Florida. At the time when WDAE joined CBS, the station had less than two hours commercial per week.

Later, Mr. Baskerville became associated with the sales staff at WFLA, then located in Clearwater with a studio and sales office in Tampa. When the *Tribune* became interested in radio, he was "loaned" to the paper to work out applications, forms, and other material to apply for a new regional station. While waiting for results, he was sent to Chicago to work there with the *Times*. Following this assignment, he returned to Tampa to work on the *Tribune* display staff, becoming manager of that office, until entering the Navy in June 1942.

His three and a half year tour of duty in the Navy included an assignment on the staff of CINCPAC under Admiral Nimitz, which carried Mr. Baskerville to Pearl Harbor, Guam and Japan. He also was attached to Press Censorship in New York during the war. He was released in 1945 with the rank of lieutenant commander.

Returns to Tampa

In November of that year, Mr. Baskerville returned to radio—this time at the helm of WFLA. During his period of direction at the *Tribune* station, WFLA-FM was born and began regular operation.

His long training in both radio and advertising has left a deep business imprint on the Florida radio executive. It is his belief that "AM radio will continue to do an outstanding job for its advertisers." FM, he says, has been a disappointment but "in broadcasting it seems most anything can happen and it might be that eventually FM will come into its own. We in Florida, with probably the highest static level in the country, know the advantages of FM."

As for television, Mr. Baskerville, whose organization is mapping plans for TV, says video "is the coming medium of radio," but, he adds, "in the outlying rural communities there will always be a place for well operated AM stations."

Mr. and Mrs. Baskerville—she is the former Elizabeth Lott—make their home in Tampa. They were married in December 1934. He is a member of Pi Kappa Alpha, Ye Mystic Krewe of Gasparilla, University Club, Merrymakers Club, Chamber of Commerce, and is secretary of the Tampa Yacht and Country Club.

WMCK McKeesport, Pa., has announced its affiliation with Sports Broadcast Network. Station will carry outstanding prizefight each week.

CANADA PROTEST

Opposes U.S.-Run Stations

AMERICAN STATIONS operated by the U.S. Armed Forces still located at bases in Newfoundland, came under fire at hearings of the Canadian Royal Commission on Arts, Letters and Sciences held at St. John's, Newfoundland, on July 7.

In a brief submitted by VOCM St. John's, only commercial broadcasting station in Newfoundland, station management stated that operation of U.S. broadcasting stations in the province "is not in the best interests of all concerned" and charged that the stations are being used for propaganda purposes. The brief said that such stations, operated for the U.S. Armed Forces during the war, were discontinued in other countries as long as three years ago, but have been continued in Newfoundland, where there are still a number of U.S. bases.

SOUTH BEND IS A MARKET—

NOT JUST A CITY—AND

WSBT COVERS IT ALL

South Bend is one of the biggest, richest, and most responsive markets in America. Its heart is *two* adjoining cities—South Bend and Mishawaka—with a combined population of 157,000. The entire South Bend market contains more than half-a-million people. In 1948, retail sales were over half-a-*billion* dollars!

WSBT—and only WSBT—gives you thorough coverage of this great market. Plus this, the rest of WSBT's primary area gives you an additional million people whose retail purchases in 1948 amounted to $911 million.

You need the South Bend market. You get it—all of it—only with WSBT.

WSBT

WSBT SOUTH BEND

5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

'GARDEN STATE'
N. J. Radio Group Forms

FORMATION is underway of a new network of New Jersey radio stations to be known as "The Garden State Network," according to Fred L. Bernstein, assistant general manager, WTTM Trenton.

Details of the plan were worked out during a meeting of seven broadcasters in Atlantic City a few weeks ago. Attending were James L. Howe, WCTC New Brunswick; Fred Weber, WFBG Atlantic City; Thomas B. Tighe, WJLK Asbury Park; Ranulf Compton, WKDN Camden; Charles O'Neil, WNJR Newark; Paul Alger, WSNJ Bridgeton and Mr. Bernstein.

Mr. Bernstein said advantages to the advertiser in "buying the network" would include "concentrated coverage, convenience, one billing, price economy, local interest and keeping income within the state." In order to buy in GSN, a client must purchase all seven stations. For promotion purposes, a complete market brochure giving coverage data, market information and other aids to clients as well as a 15-minute transcription and sales kit have been prepared.

DISASTER SYSTEM
Map Radio Setup in L. A.

BLUEPRINTS for emergency operations of Los Angeles County commercial broadcast stations in time of disaster have been completed by Southern California Broadcasters' Assn. and communications departments of police and sheriff's office.

System of cues and pre-set announcements has been set, using line facilities of Radio Central in downtown Los Angeles, supplemented by the SCBA telephone committee. Police shortwave radio is lined up for standby duty, according to Robert J. McAndrews, SCBA managing director. SCBA emergency planning committee includes Ben McGlashan, KGFJ; Laurence McDowell, KFOX; Stuart Novins, KNX; Robert J. Reynolds, KMPC; James T. Vandiveer, KECA-TV.

air-casters

PAUL MURPHY, news editor WONE Dayton, Ohio, to program director and disc jockey WANE Ft. Wayne, Ind., replacing **LINN MILLER,** resigned.

ROBERT F. JAMIESON, traffic manager Du Mont TV Network, named manager station relations.

Mr. Jamieson

SIDNEY ANDORN, columnist WERE Cleveland, to WXEL (TV) same city as producer-director local programming, effective Aug. 1. Continues his work for WERE.

MERRILL G. SMITH, announcer, to WHEB Portsmouth-Dover, N. H. Was with WIDE Biddeford, Me.

MARSHALL PACK to news staff WASH (FM) Washington. Was with WSPA Spartanburg, S. C.

JIM GROHMAN, m.c. WNAR Norristown, Pa., to WCAU Philadelphia as m.c. in addition to WNAR duties.

FRANK SISSON, WOOD Grand Rapids, Mich. disc jockey, named program director.

IRWIN GIELGUD, screen writer, signed as writer-producer new NBC documentary series, *Once Upon a Crime.*

KAY V. CRONIN to public relations post CJOR Vancouver.

DICK BOYNTON, announcer KGGM Albuquerque, N. Mex., to KCBQ San Diego announcing staff.

JACK V. NEWMAN, staff announcer KOME Tulsa, Okla., to KOTV (TV) same city.

GRETCHEN THOMAS, WTIC Hartford, Conn., to WEOL Elyria-Lorain, Ohio, as director women's activities.

JACK MATRANGA, traffic manager KECC Pittsburg, Calif., to program department KCRA Sacramento.

CLIFF FERDON, General Motors Corp., to director public relations WKRC-AM-TV and WCTS (FM) Cincinnati.

MISS (Cal) T. MARA named publicity director WJAS Pittsburgh, Pa.

CODY PFANSTIEHL, director press information and promotion WTOP Washington, conducts *Inside Pfanstiehl,* Tuesday, 7:45-8 p.m. on WCFM (FM) Washington, in addition to present duties.

THEODORE B. SILLS, director-writer 20th Century-Fox, to ABC-TV production staff.

ED SPRAGUE, WCOL Columbus, Ohio, to KTMS Santa Maria, Calif., as traffic manager.

BOB CARRINGTON to announcing staff DuMont TV Network. Was announcer WSRS Cleveland and WHBR Hanover, N.H., using name Mark Roberts.

BRYSON RASH, ABC White House correspondent and director special events WMAL-AM-TV Washington, substitutes for **WALTER KIERNAN,** Mon.-Fri., 3:25 p.m., *One Man's Opinion,* from July 17-31.

MARJORIE BENEDICT named to handle literary rights for ABC Western Division radio-TV.

IRV HAAG, copy writer and sports editor WGFG Kalamazoo, Mich., to WKBW Buffalo, N. Y. in writing capacity.

KEN NILES, announcer, starts new half-hour sports show, *Hunting and Fishing With Ken Niles* on KECA-TV Los Angeles.

WHITEY BERQUIST, orchestra leader NBC Chicago, is composer of "Come On You Cubs, Play Ball," official theme song Chicago Cubs National League ball squad. Song debuted on NBC *National Farm and Home Hour* July 15.

NANCY STUART, assistant to promotion manager KEX Portland, Ore., resigns to become director of information and alumni affairs at Willamette U., Salem, Ore., effective Aug. 1. Succeeded at KEX by **LORRAINE RUSSELL,** continuity staff.

MARY LOUISE MARSHALL, women's commentator WOC Davenport, Iowa, appointed Iowa chairman, Assn. of Women Broadcasters.

ROBERT IRVING, KXYZ Houston, Tex., to KMOX St. Louis as staff announcer.

AL MORGAN, pianist, signed to AM and TV contract for two years by WGN Inc., Chicago. His show originates from Chicago Fair at WGN's TV center.

JACK HUSTON, WLW Cincinnati, to WCCO, Minneapolis announcing staff.

ED REIMERS, staff announcer KTTV (TV) Hollywood, signed by Filmakers' Productions for major role in motion picture, *"Mother of a Champion."*

RALPH EDWARDS and NBC *Truth or Consequences* staff on several weeks tour in Germany entertaining troops stationed in six cities there.

JENNINGS PIERCE, NBC Western Div. director public affairs, station and guest relations, elected vice president, Assn. for Education by Radio, Pacific Southwest Region.

DONALD N. RICKLES, NBC Hollywood vacation relief announcer, to permanent announcing staff. Replaces **DOUGLAS GOURLAY,** resigned.

RHODA WILLIAMS, "Betty" in *Father Knows Best,* NBC, aided local safety campaign by appearing in Tulsa, Okla., to encourage safe driving by teen-agers.

JOHN WILLIS, promotion manager KTMS Santa Maria, Calif., father of girl, Karen Gale, May 27. Announcement was confused in BROADCASTING, June 26.

CLARK REID, disc jockey WAKR Akron, Ohio, father of girl, Cathy Susan, June 30.

News . . .

JAMES T. VANDIVEER, director remote telecasts KECA-TV Los Angeles named executive producer in charge special events and sports. Continues as organizer of remote programs.

ERNIE SPEALMAN, KOWH Omaha news staff, to KFAB Omaha to cover city news.

ROGER BAKER, newscaster WKBW Buffalo, N. Y., heard twice daily 12:30 p.m. and 6:15 p.m. on station.

BARRERE RESIGNS
Leaves FLQN Executive Post

CLAUDE BARRERE resigned last week as executive director of the Foreign Language Quality Network. In a joint statement, Mr. Barrere and Ralph N. Weil, president of FLQN and general manager of WOV New York, said that the network would engage a national time sales organization to represent it.

According to the announcement, Mr. Barrere's work, for which he was engaged a year ago, pertained to the development of the network and to the creation of promotional material and sales data. These having been done, FLQN now needs "an extensive selling organization," the statement said.

West Va. Meet

WEST VA. Broadcasters Assn. will meet at the Greenbrier Hotel, White Sulphur Springs, W. Va., Sept. 8-9, the association has announced.

DO YOU WANT RESULTS FROM YOUR ADVERTISING DOLLAR?

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

CHNS

HALIFAX NOVA SCOTIA

Our List of NATIONAL ADVERTISERS Looks Like WHO'S WHO!

THEY want the BEST!

Ask JOS. WEED & CO., 350 Madison Ave., New York

About the Maritimes Busiest Station

5000 WATTS — NOW!

Expand 'Voice'

(Continued from page 19)

ton thought it could call on the "best talents" of all nations to serve their countries in the communications fields. Gen. Eisenhower, he reminded, had suggested an ad hoc committee of communications leaders.

Sen. Homer Ferguson (R-Mich.) wondered whether "actions really would not speak louder than any words" in view of police action in Korea. Sen. Benton agreed to the extent that the U. S. had put roughly $500 million into Korean economic aid but only $1,400,000 for information services last year.

Sen. Scott Lucas, Majority leader, asserted that Congress has denied the State Dept. "sufficient funds to do any kind of job whatever," and expressed hope that current interest indicated "an awakening to the value of the Voice of America."

"Simply because there were a few little things which happened with respect to the Voice of America that were not quite in keeping with what certain members of the Senate thought was right, on that basis appropriations were denied for a mighty worthy cause, and we are today suffering as a result of it," he said.

Sen. Benton said the President's new program will cover appropriations for "long range efforts for new facilities and transmitters, and similar investments, such as the building of great new radio facilities." It also will support immediate expansion of existing programs and utilization of present transmitters, he explained.

Sen. Benton was backed on the floor by Sens. Harley Kilgore (D-W. Va.), J. William Fulbright (D-Ark), Hubert Humphrey (D-Minn.), and others. Sen. Fulbright and others sharply criticized the Senate Appropriations Committee for paring the budget funds for the Voice and other information activities.

HIGHEST sales peak in its 17-year history reached by KIEV Glendale, Calif., during first six months of this year, station reports.

1930—1950
20th Anniversary Year
46.0
"HOOPER"*
*(average 5 periods winter, 1950)
proves the best buy
in
DANVILLE, VA.
is
WBTM
Rep: HOLLINGBERY
5kw (d) ABC 1kw (n)

COMBAT RECORDINGS

Defense Dept. Cooperates With Networks

FOUR major radio networks are cooperating with the Defense Dept.'s radio-TV information branch on the exchange of information from the Korean and Tokyo headquarters areas, the Defense Dept. revealed last week.

The department has sent two "reporter officers" to the Korean-Tokyo war theatres to make combat recordings of fighting action for immediate use by the networks and the Pentagon, according to Charles Dillon, chief of the radio-TV branch. The two officers—Major Wes McPheron (USA) and Ensign Jack Siegel (USN)—are representing all military services, he added.

The material recorded is divided into two categories—"hot" news and so-called feature material—and is played over the networks' voice circuits to San Francisco. Spot news is being used by the networks to supplement their regular coverage, while the feature material is relayed to the Pentagon for use on such Defense Dept. programs as ABC's *Time for Defense* and MBS' *Air Force Hour*.

Additionally, Mr. Dillon revealed, the Pentagon has made available its studio and recording rooms to the networks for broadcasts and telecasts. All have direct lines to the Pentagon. ABC and NBC have been chief users thus far. Defense Dept. also has set up a radio newsroom similar to one used by newspapermen.

SECURITY MOVE

Solons Ask News 'Restraint'

AMERICAN RADIO and press last week were urged "to exercise such voluntary restraint as may be necessary to insure adequate security" as Congress evidenced growing wariness over disclosures of movement of U. S. troops and materials.

Defense Secretary Louis Johnson issued a security directive to the military branches setting forth limitations on the release of information by the services. Directive covered information dealing with "preparations for military operations or movements within the Continental U. S." and movements of Naval vessels, transports, cargo ships from the West Coast and west of Pearl Harbor. Other data included unit designations, equipment status, strength, date of movements.

Demand for this voluntary curb was voiced by Sen. Styles Bridges (R-N. H.) in a statement on Capitol Hill. Almost simultaneously, the Army and Navy announced they have issued policy directives to command posts calling for tighter security measures.

Sen. Bridges said he had been disturbed by "recent press and radio reports" dealing with movement of troops and supplies and urged the Defense Dept. to put an end to such "public disclosures" as a "measure of elementary security."

Radio and press reports of ship movements would be permitted after departure of ships from the West Coast, according to the Navy directive. Data and statistics on personnel and equipment numbers may not be disclosed, it added.

MARY PICKFORD

Offers To Aid Propaganda

MARY PICKFORD, "America's sweetheart" of the silent movie era, has placed her services at the disposal of the U. S. government for "propaganda functions," including those of the Voice of Amercia, her personal representative, Mal Boyd, revealed last week.

Wires indicating her availability were sent to Defense Secretary Louis Johnson; Sens. Tom Connally (D-Tex.), Elbert Thomas (D-Utah) and William Benton (D-Conn.); and to Edward Barrett, assistant Secretary of State for public affairs, charged with supervision of the Voice.

B. G. DE SYLVA

Capitol Records Founder Dies

FUNERAL services for B. G. (Buddy) De Sylva, 55, a founder and director of Capitol Records Inc., Hollywood, were held last Thursday from Cunningham & O'Connor Mortuary, Los Angeles. He died at Hollywood Presbyterian Hospital early last Tuesday from a heart ailment.

Formerly executive producer of Paramount Pictures Corp. before he formed his own motion picture producing company, Mr. De Sylva with Glenn Wallichs and Johnny Mercer founded Capital Records Inc. in March 1942. He was active in the organization as chairman of the board for several years.

Besides his widow, Mrs. Marie De Sylva, surviving is a step-son, David Shelley.

EXCISE BILL

Korea War Seen as Bar

ADMINISTRATION leaders last week reportedly were prepared to abandon the huge revenue-excise tax reduction bill in the face of Korean hostilities and the prospect of increased federal expenditures for defense purposes.

The bill, on which the Senate Finance committee held hearings all last week, would provide for wholesale boosts in corporate taxes, close loopholes through which some organizations are presently tax-exempt on their radio and other "unrelated" activities, and pare certain excises.

Sen. Walter F. George (D-Ga.), chairman of the Senate group, declined comment on reports that Treasury Secretary John Snyder had recommended shelving the bill, but Congressional leaders agreed generally that excise tax cuts appeared out of the question for the time being.

Asked for his view on excise taxes during his Thursday radio-press conference, President Truman said he endorsed every word in the Snyder statement which called for abandoning the Administration's 1950 tax program.

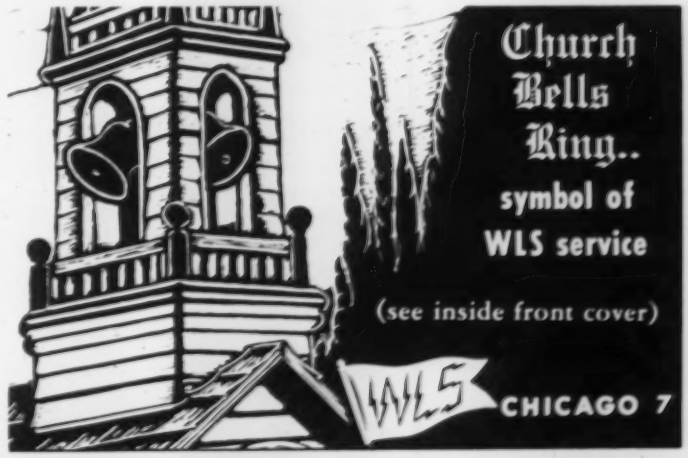
The measure passed the House last month after lengthy hearings, during which the House Ways & Means Committee, among other actions, rejected a proposed tax on TV receivers at the manufacturers' level and voted to retain the 20% tax on radio sets [BROADCASTING, July 3].

WRIB APPLICATION

FCC Sets Further Hearing

FCC has remanded to a hearing examiner for further hearing the application of WRIB Providence, R. I., for an increase in power to enable WRIB to show it would not in the future sell time to time brokers.

Case hearing Examiner Leo Resnick has proposed to grant WRIB's request to change power from 250 w to 1 kw, operating daytime on 1220 kc [BROADCASTING, April 3].



KIKI EQUIPMENT
To Use GE 'Package Unit'

SETTING Sept. 1 as its scheduled opening date, KIKI Honolulu will be equipped with a General Electric 250 w transmitter, according to Royal V. Howard, owner and president of the new outlet. Mr. Howard has been in consultation in San Francisco with Charles T. Haist Jr., western sales manager for GE's electronics department.

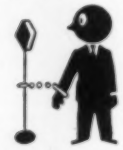
GE station, called a "package unit," includes towers, transmitter, monitoring equipment, control console and other broadcast accessories.

KIKI, which takes its call letters from nearby Waikiki Beach, will operate on 860 kc. Mr. Howard is a former director of NAB's department of engineering, previously serving as vice president in charge of engineering for Associated Broadcasters Inc. (KSFO KPIX San Francisco). He also has an interest in KXA Seattle.

Mike Naming Contest

RCA Labs has announced a contest to pick a name for its new BK-4A microphone. Eligible for the contest are owners or employes of a licensed AM, FM or TV broadcast station. Closing date for entries is July 31. Prize winner will receive a 16-inch TV receiver. In addition, the station wins one of the new microphones.

allied arts



JOHN E. WILEY, board chairman Fuller & Smith & Ross Inc., N. Y., to chairman planning committee and vice president Hill & Knowlton Inc., N. Y. public relations firm.

BARBARA STANGER, Compton Adv., N. Y., forms **Writers for Television,** exclusive TV script and script writers agency. Offices at 17 E. 48th St., N. Y.

WILLIAM H. HOUGHTON, Associated Program Service, N. Y., named service manager. Firm services TV and radio music libraries.

J. P. (Jules) SOMMER, account executive Bernard Relin Assoc., N. Y., named public relations consultant to Television Research Institute, N. Y.

RAYMOND S. AUGUST appointed general manager Transcast Corp., Boston.

MAEVE SOUTHGATE resigns as story editor of NBC-TV to open office as consultant to agencies and sponsors of TV programs at 25 W. 9th St., N. Y.

WLDM (FM) Detroit and **KLTI-FM Longview, Tex.,** sign franchise agreement for Functional Music, Chicago subsidiary Field Enterprises which offers FM music programming without commercials.

ARTHUR E. PICKENS Jr., to Radio Features, Chicago syndicated package firm, as program director. Will handle all radio-TV programming. Was with TV departments Malcolm-Howard and W. B. Doner Agencies, Chicago.

N. C. RORABAUGH, publisher Rorabaugh reports on TV and spot radio advertising, father of boy, Mark Charles, July 1.

RICHARD S. TESTUT, vice president and general manager Muzak Corp., N. Y., and Associated Program Service, and Irene Bennett announce their marriage.

COMMUNITY CHESTS and Councils of America Inc. mailed audio-visual radio kit to stations July 15. Included are station breaks, "minute dramas" and "minute interviews."

Equipment . . .

G. L. ROARK, General Electric electronics district manager in N. Y., named regional manager of tube divisions, Chicago.

CHARLES F. WATTS, Knoll Assoc. Inc., to Andrea Radio Corp. as assistant purchasing agent in charge TV cabinet procurement.

ROBERT G. SCOTT, senior engineer DuMont Labs Inc., Clifton, N. J., appointed head commercial engineering department, Cathode-ray tube division.

JUSTIN J. McCARTHY, N. Y. district manager for lighting division, Sylvania Electric Products Inc., to special sales representative to promote sale of TV picture tubes in N. Y. and Phila. area.

GEORGE F. BART, Gross Distributors Inc., to Olympic Radio & TV Inc., Long Island City, N. Y., as advertising manager.

H. L. HOFFMAN, president, Hoffman Radio Corp., L. A., and **R. S. BELL,** vice president of Packard-Bell, L. A., elected directors local Radio-TV Mfrs. Assn.

VARLEY P. YOUNG, public relations counsel Wright Aeronautical plant, Cincinnati, to public relations department Crosley Div., Avco Mfg. Corp., same city.

A WORLD OF FOOD, N. Y., offers tested recipes and cartoons for AM and TV programs without cost or obligation. Address News Dept., 104 E. 40th St., N. Y. 16.

Technical . . .

CHARLES W. DONALDSON to WKAN Kankakee, Ill., engineering staff for summer.

ASTATIC CORP., Conneaut, Ohio, announces Symabar, model DR-10 microphone, utilizing sintered metal to cancel out 15 db front to back.

RCA Tube Dept. announces senior VoltOhmyst, service-type voltmeter providing direct peak-to-peak measurement of complex wave shapes up to 1400 volts. Instrument designed for TV signal tracing.

WKY QUARTERS
AM-TV Structure Underway

CONSTRUCTION on a $450,000 structure to house new studio and office facilities for WKY-AM-TV Oklahoma City was begun last Monday at the site of the stations' transmitters six miles north of the downtown section. Completion is set for March 1, 1951.

Building will include complete AM and TV studio facilities and control room, personnel offices, and garages for AM-TV mobile units. WKY-TV will originate telecasts in the new studios and at present facilities in the Little Theatre of the Municipal Auditorium, on which the station has a long-term lease.

In announcing the March 1 target date, P. A. Sugg, manager of WKY-AM-TV, licensed to WKY Radiophone Co., said expansion of both radio and television resulted in need for a new building. WKY has occupied quarters in the Skirvin Tower Hotel since April 1936. WKY-TV began operation June 6, 1949.

'VOICE' OUTPUT
Dispute Silences Unit

A UNION jurisdictional dispute involving AFL technicians last week silenced the outflow of Voice of America's Korean and Japanese programs from one of the State Dept. three transmitters in San Francisco. The Voice transmitter, already stilled for six weeks, has resumed its broadcasts but a broken transmitter line atop a 200-ft. antenna tower again disrupted operation.

Dispute arose when AFL electricians refused to permit a steeplejack to fix the broken wire. Philip Laskey, president of Associated Broadcasters Inc., station operator, suggested lowering the steeplejack from a helicopter. AFL's IBEW, however, claimed jurisdiction but turned down the suggestion as dangerous. Only other alternative, Mr. Laskey said, is to lower the antenna to the ground for repair. Such a move, he added, would require an extra Congressional appropriation.

The Answer to a Disc Jockey's Prayer

• • • •

by

DAVEN

It is now possible to minimize the chance for human error in program control work. The Daven Company has once again pioneered in the field of audio communications controls, and developed a foolproof Miniature Switch. This type*, SW-1000, is a notably compact, low voltage, low current control. It is a cam operated single pole double throw switch, with an OFF position in the center. An outstanding feature of the SW-1000 is that it may be obtained on standard Daven attenuators without increasing the overall dimensions.

This switch may be used to:

- Operate a relay which can start a turntable motor.
- Function as a cueing control.
- Control indicator lamps.

This switch is rated at 1 Amp.—48 Volts.
Available on Daven LA-350 Series of 20 Step Ladder Attenuators

*PAT. PEND.

For further information write to Dept. BD-3

THE DAVEN CO.
191 CENTRAL AVENUE
NEWARK 4, NEW JERSEY

WDRC

CONNECTICUT'S PIONEER BROADCASTER

CONNECT IN CONNECTICUT

Morning, afternoon, evening . . . WDRC is your best buy in Hartford! See facts, figures and Hoopers in new Market Study. Write Wm. Malo, Commercial Mgr., WDRC, 750 Main Street, Hartford, Connecticut.

CBS

Defense Questions

(Continued from page 17)

speed the conclusion of Korean hostilities.

The armed services have been pushing plans to step up their demands for communications specialists in such divisions as the Signal Corps, Army and Army Air Corps.

The manpower issue was projected on a national level last week as W. Stuart Symington, chairman of the National Security Resources Board, met in Washington with labor leaders on manpower controls envisaged under total mobilization.

Conversion Plans

Earlier, a Munitions Board official revealed proposals for conversion of industries, stockpiling and "technical skills" which are deemed essential in the nation's planning efforts.

Mr. Symington, charged with coordinating the nation's planning on military and civilian levels, conferred Tuesday with officials of the CIO, AFL and other unions representing the labor force.

NSRB officials stressed that, while civilian production would be pared in the event of emergency, that situation is not yet "in sight." Manpower needs, moreover, cannot be determined specifically until production demands are formulated, they added.

It was pointed out, however, that the manpower problem presents varying aspects from those studied before World War II, in that the labor surplus is far less today—about four million are unemployed compared to eight million during 1940-41.

It also was emphasized that the manpower question also awaits a report from the Defense Dept. on its full needs.

Both the CIO and AFL are heavily represented in the radio-TV industries.

Falling under AFL jurisdiction are such groups as the American Federation of Musicians, Associated Actors and Artists of America, International Brotherhood of Electrical Workers, International Alliance of Theatrical Stage Employes and Moving Picture Operators, Broadcast-Television Recording Engineers (division of IBEW), Radio & Television Directors Guild, and others, many of them affiliated with Associated Actors and Artists of America.

CIO has claimed the American Communications Assn., Communications Workers of America, United Office of Professional Workers of America and others.

Labor leaders have appointed a nine-man committee to work with Mr. Symington on the nation's manpower plans, and also placed themselves squarely on record as opposed to a labor draft, contending that voluntary controls are sufficient.

There was sentiment on Capitol Hill for immediate mobilization, reflected in a demand by Sen. Lyndon B. Johnson (D-Tex.) last Wednesday. He urged the President to place priority orders "for all material essential to the armed forces" and called for "necessary emergency legislation to provide powers necessary for full mobilization of our industrial capacity."

Labor Skills Listed

It was revealed that the government could put over 250 industrial plants on a war production footing "almost overnight" and has standby plans for at least 200 others.

With respect to the nation's manpower plans, Hubert Howard, chairman of the Munitions Board, disclosed that his board has set aside a list of some 300 skills which would be deemed "scarce" in wartime and which take years of experience to acquire.

Technical skills presumably comprise a good part of the list, a Munitions Board official conceded last week, pointing out that already the armed services have stepped up their recruiting campaigns on the basis of needs in the specialized communications fields.

"Persons having one of these skills will be drafted only to the extent and in the numbers definitely needed for that skill by the services," Mr. Howard said in Chicago.

"We assume the local selective service board will determine who will be deferred on an individual basis and that plant management will make requests for the deferment of those with critical skills and will, at the same time, economize on their use."

NSRB itself is known to be studying the number of trained radio and TV technicians as part of its overall defense plan involving distinction between primary and secondary commercial stations contemplated as links in wartime emergency networks.

Also under consideration are costs of component parts of equipment items, maintenance, and the general manpower situation as it would affect the broadcast industry.

On the total plants available to the government for war production, detailed blueprints have been set for at least 250, some of them presumably including electronics manufacturers like Andrew Corp., which could be converted for almost exclusive production of military communications needs. A host of others were understood also to be included in plans.

Munitions Board currently is considering over 70 separate programs for mobilization of industry. Meanwhile, the Electronics Equipment Advisory group, comprising electronics manufacturers, is cooperating with NSRB and the Munitions Board on equipment specifications and standardization of nomenclature required by the military. Next meeting is slated for Sept. 24.

The extent of civilian retrenchments in electronics industries already has been well charted by the Munitions Board in directives to procurement officers.

Civilian Quotas

While at least 50% of ordinary peacetime productive capacity probably would remain devoted to civilian demands with respect to industry as a whole, over 90% of communications equipment would be channeled to military sources. These include such items as radios, tubes, and other equipment. One estimate placed civilian needs during emergency at roughly 7% for these materials.

Cathode or transmitter tubes would be in great demand by the government, it was felt.

On the materials side, Mr. Howard said that the Munitions Board now is engaged in a $3,800,000,000 stockpiling program, which embraces such critical or classified materials as tin, tungsten, copper, manganese, chrome, nickel, aluminum, rubber, industrial abrasives, zinc, etc. Many of these items are used by radio-TV manufacturing industries.

Demands for scarce materials and the Munitions Board's stockpiling program have evoked protests from small business concerns unable to attain them for civilian use. Complaints, filed with the House Select Small Business Committee, have cited inability to obtain such materials as zinc and rubber because of the board's stockpiling, stepped up since the outbreak of Korean hostilities.

NAB COMMITTEES *FM Group First Step In New Plan*

FIRST action to set up a new and condensed committee structure in NAB was taken last week with appointment of a five-man FM Committee, headed by Ben Strouse, WWDC-FM Washington, an NAB director-at-large representing FM [CLOSED CIRCUIT, July 3].

Two committees—AM and TV—have not yet been announced. The three-committee idea was adopted by the board at the suggestion of William B. Ryan, NAB general manager. It is designed to give NAB a media perspective, with each committee interested in its own problems.

Joining Mr. Strouse on the FM committee are Everett L. Dillard, WASH (FM) Washington, who retired last April as a director-at-large for FM; Henry W. Slavick, WMCF (FM) Memphis, recently retired District 6 director; Frank U. Fletcher, WARL-FM Arlington, Va., FM director-at-large, and Josh Horne, WFMA (FM) Rocky Mount, N. C., once a director of the old FM Assn.

The FM Committee is expected to introduce a new technique to NAB committee meetings by inviting FM broadcasters to attend a meeting tentatively scheduled Aug. 7-8.

'Cigar Parade' Spots

THE NATIONAL "Cigar Enjoyment Parade," sponsored by both manufacturers and distributors, in August, will begin using spot radio between 6:30-8:00 a.m. in 42 major cities. Wesley Assoc., New York, agency for the account, is looking for radio availabilities, while television plans announced earlier remain the same.

DEFENDS LBS

Mallory Answers Hofheinz

A CALIFORNIA broadcaster last week rallied to the defense of the Liberty Broadcasting System's re-created baseball broadcasts which have come under attack by KTHT Houston. The latter had filed a complaint with the FCC asking it to examine Liberty's practices employed in "reconstructed" baseball play-by-play broadcasts [BROADCASTING, July 3].

In a letter to FCC Chairman Wayne Coy, Charles F. Mallory, vice president and general manager, KSJO San Jose, called the complaint by Roy Hofheinz, operator of the MBS-outlet KTHT, "very unfair and illogical."

Mr. Mallory claimed that Mr. Hofheinz failed to inform the Commission "that a good many of the baseball games broadcast by Liberty . . . have been actual 'live broadcasts' . . ." in addition to re-creations. While admitting that Liberty re-creations "do sound as if they are broadcast from the field of play," he said he could not see any attempt by Liberty "to deceive or conceal from the public the fact that some of the games are re-created."

The KTHT complaint had charged Liberty with attempting to give the impression that the reconstruction of broadcasts "are contemporaneous play-by-play accounts," and asserted the broadcasts were "misleading and deceptive to the public. . . ." Mr. Mallory said Liberty, as a "stimulant" to the broadcasting industry, "has brought back the competitive spirit" and alleged the issue evolved about the inability of the Hofheinz' stations to cope with "something that is nothing more than a competitive sales problem. . . ."

It is understood that the expected reply by Liberty to the KTHT complaint will involve Mutual by contending its position is no more vulnerable than that of MBS with the latter's delayed baseball shows [CLOSED CIRCUIT, July 10]. Liberty's reply, which had not been received by the FCC last week, is expected to be forthcoming sometime this week.

NATIONAL NIELSEN-RATINGS* TOP RADIO PROGRAMS

(Total U. S., INCL., SMALL-TOWN, FARM AND URBAN HOMES—and including TELEPHONE and NON-TELEPHONE HOMES)
JUNE 4-10, 1950

Current Rank	Previous Rank	Programs	Current Rating Homes %
EVENING, ONCE-A-WEEK (Average For All Programs)			(6.6)
1	1	Lux Radio Theatre (CBS)	15.4
2	2	My Friend Irma (CBS)	12.0
3	6	Walter Winchell (ABC)	11.3
4	25	People Are Funny (NBC)	11.2
5	3	Godfrey's Scouts (CBS)	11.1
6	7	Bob Hawk (CBS)	10.6
7	18	Mr. District Attorney (NBC)	10.5
8	11	Horace Heidt Show (CBS)	10.2
9	9	You Bet Your Life (CBS)	10.1
10	15	Mr. Keen (CBS)	10.0
EVENING, MULTI-WEEKLY (Average For All Programs)			(3.7)
1	1	Beulah (CBS)	6.7
2	2	Lone Ranger (ABC)	5.8
3	4	Oxydol Show (CBS)	5.6
WEEKDAY (Average For All Programs)			(4.5)
1	1	Godfrey (Ligg. & Myers) (CBS)	9.2
2	2	Romance of Helen Trent (CBS)	7.9
3	3	Godfrey (Nabisco) (CBS)	7.5
4	7	Ma Perkins (CBS)	7.5
5	8	Wendy Warren (CBS)	7.3
6	11	Our Gal, Sunday (CBS)	6.9
7	5	Right to Happiness (NBC)	6.9
8	14	Godfrey (Gold Seal) (CBS)	6.9
9	16	Big Sister (CBS)	6.7
10	4	Pepper Young's Family (NBC)	6.7
DAY, SATURDAY (Average For All Programs)			(5.1)
1	1	Armstrong Theatre (CBS)	9.3
2	2	Grand Central Station (CBS)	8.6
3	4	Stars Over Hollywood (CBS)	8.1
DAY, SUNDAY (Average For All Programs)			(2.9)
1	1	True Detective Mysteries (MBS)	8.5
2	2	Shadow (MBS)	6.8
3	3	Martin Kane, Private Eye (MBS)	5.9

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NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 40,700,000—the 1950 estimate of Total United States Radio Homes.

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

VA. NETWORK

8 Independents Map Plans

PLANS for formation of a network of eight Virginia independent stations were explored at a meeting of program directors in Richmond, Va., last week.

Graeme Zimmer, vice president of WXGI Richmond, and board members of the eight outlets are studying plans for the independents' network to include stations in Richmond, Norfolk, Alexandria, Charlottesville, Farmville, Blackstone and Hampton.

Saunders Named

ELECTION of Ernie Saunders, WCHS Charleston, as president of the West Virginia Sportscasters Assn. was announced by the station following the annual meeting of the association at the Greenbrier Hotel in White Sulphur Springs, W. Va. Other officers named during three-day sessions, which ended fortnight ago, were Lew Clawson, WWVA Wheeling, vice president, and Joe Farris, WGKV Charleston, secretary-treasurer.

HEADQUARTERS of Canadian Broadcasting Corp. shortwave stations at Sackville, N. B., changed to 1125 Dorchester St., Montreal.

KMAN ON AIR

Boasts Modern Studios

KMAN Manhattan, Kan., operating daytime on 1350 kc with 500 w, is now in its second month on the air as Kansas' newest outlet. As such, it boasts one of the most modern studio quarters in the state, according to Manager Ray L. Kozak.

KMAN made its official debut on June 4 with most of the station's manpower coming from the Kansas State College (Manhattan) radio department. Equipped entirely by Gates, the station occupies the second floor of a downtown building.

Chief personnel in addition to Mr. Kozak, formerly with KSRV Ontario, Ore., include Program Director Fredrick Butcher, graduate of Kansas State and formerly with KXLQ Bozeman, Mont.; Chief Engineer Herbert Lavin, formerly of KHAS Hastings, Neb., and Commercial Manager Fred Langan. KMAN uses AP news, Capitol transcriptions and Liberty Broadcasting System baseball broadcasts.

RADIO-TV COMICS

Post Office Investigating

THE U. S. Post Office Dept. is cracking down on comic books in which cartooned heroes allegedly advertise their radio, movie, TV and real-life counterparts. A department official has disclosed that the Post Office is studying the situation. If the comic books are found to be simply advertising matter, the publishers will lose second class mail privileges.

In its investigation, the department looks over contracts comic book publishers make with the "big names" featured. One contract, according to a P. O. investigator, required one page of each magazine be devoted to promoting the hero's movie. Issue is whether comic books such as "Mr. District Attorney," "Bob Hope," or "Howdy Doody" are really editorial or the means by which their heroes are promoted in other fields.

KRIZ OPENING

Sept. 1 Set for Debut

KRIZ Phoenix, Ariz., will go on the air on or about Sept. 1, according to Howard M. Loeb, owner-manager.

With studios and offices at 2345 W. Buckeye Road, Phoenix, the station will operate fulltime with 250 w on 1230 kc. Mr. Loeb formerly operated WFDF, ABC affiliate in Flint, Mich., and previously was with KQV Pittsburgh.

Atlantic Sports Meet

AN ALL DAY "refresher" session was held July 11 by N. W. Ayer & Son, Philadelphia, and the Atlantic Refining Co. for sports commentators who announce play-by-play of Philadelphia, New York, Boston and Pittsburgh baseball games for Atlantic.

Russell Joins D-F-S

RICHARD A. RUSSELL, formerly an executive with Foote, Cone & Belding, Chicago and San Francisco, has joined the New York office of Dancer-Fitzgerald-Sample as vice president and account executive.

Mr. Time Buyer:
Before you run off on your vacations, check your Fall schedules against this!

BIGGEST RADIO BARGAIN IN THE U.S. TODAY!
1-MINUTE SPOTS ON 50,000 WATTS WNOE-NEW ORLEANS
ONLY $13.00 EACH (360 TIME RATE)

Available Right Now: Spots between High-Rated National Shows!.. Spots on or between long-established Local Shows!.. News Programs! Sports! Mutual Co-ops! (1060 ON YOUR DIAL)

25 YEARS OF SUCCESSFUL SERVICE TO ADVERTISERS!

MBS WNOE MBS
NATIONAL REPRESENTATIVES
RA-TEL
420 LEXINGTON AVE., N.Y.C.
50,000 Watts Daytime — 5,000 Watts Nighttime

YOU CAN NOW OWN OUTRIGHT
THE LONDON LIBRARY SERVICE

- Instrumentals only (no vocals)
- Over 400 10 inch 78 RPM Discs
- Full Range Recordings (30-14,000 cycles)
- Price 79c ea.

Catalog on request.
Write to: Joseph F. Hards, Gen'l. Mgr.
MUSIC ASSOCIATES
113 West 42 St., New York 18, N.Y.

SEATTLE CASE

School Board Is Upheld

AN EXCLUSIVE contract with one radio or television station to broadcast all high school athletic events may be signed by the Seattle School Board, Superior Court Judge Theodore S. Turner held in a decision July 31 in the suit brought by Bruce Bartley, owner of KBRO Bremerton, against the school board [BROADCASTING, July 3, June 26].

The opinion, issued in the form of a memorandum decision, declared:

I have no doubt of the power of the school district to sponsor athletic contests. . . . We may safely assume that the school district will not attempt to restrict the right of any spectator to report what he sees at an athletic contest. However, the right of the spectator to report does not include the right to use facilities over which the school district has control for the purpose of conveying to persons outside the stadium a play-by-play account of the game while it is in progress. Of course the same rule would apply to television.

Since the school district has a property right in the broadcasting and television rights to athletic contests sponsored by it, it may grant the exclusive right to others.

Bartley's Stand

Commenting on the court's action, Mr. Bartley asserted: "The decision is not sufficiently broad to require determination of the freedom of speech question." If Judge Turner enters an order, following the memorandum decision, which is broad enough to sharpen the issues with which he is concerned, Mr. Bartley told BROADCASTING, he will appeal the case to the Supreme Court. In that event, the Washington State Assn. of Broadcasters may enter the case as *amicus curiae*. Mr. Bartley is attorney for WSAB, although he brought the suit originally as an individual.

An alternative course of action, Mr. Bartley indicated, is the submission of an amended complaint, which might be brought in the name of the state association. At a special meeting on June 28, the WSAB board authorized Mr. Bartley to take such action at his discretion.

Meanwhile, it was learned that prior to the issuance of the court's decision, three resignations from the WSAB had been received, in addition to that of KING Seattle [BROADCASTING, July 3]. The other stations which resigned were KHQ and KREM Spokane and KREW Sunnyside.

DECCA RECORDS

Adds RCA 45 rpm to Line

DECCA RECORDS Inc. and its subsidiaries, Coral and Brunswick, will add the RCA Victor-originated 45 rpm recordings to their present line of Columbia 33⅓ Long Playing and 78 rpm records.

New single records and selected albums will be recorded at both 45 rpm and 78 rpm speeds while some reissues of catalog records will be made at the new speed. Company continues to convert active album catalog to 33⅓ rpm.

LOYALTY OATHS

All KRNO Staffers Sign

ALL employes of KRNO San Bernardino, Calif., voluntarily have signed non-Communist affidavits and loyalty oaths, according to James W. Gerrard, president of the station.

Signing was witnessed and notarized by Roy Cain, Superior Court reporter, after which the original copy of the affidavit was forwarded to President Truman, Mr. Gerrard said.

Similar action was taken by KFI Los Angeles last month when members of the staff, from janitor to executive, took loyalty pledges [BROADCASTING, June 12].

"It is the sincere hope of KRNO's management," declared Mr. Gerrard, "that this voluntary movement of our employes in signing non-Communist affidavits and loyalty oaths will spread into all segments of the broadcasting industry. We believe that with proper publicity the movement would catch on. Needless to say, we are very proud of our staff for taking this self-inspired action."

Take New Positions

TWO former staff executives of NAB have new Washington connections. C. Meryl Sullivan, for three years assistant director of research, has joined National Canners Assn. headquarters in charge of marketing research. Everett E. Revercomb, assistant treasurer and auditor of NAB from 1935 to last May, has been named administrative secretary of the newly formed Patent Foundation at George Washington U.

REBROADCAST of *We Human Beings*, series of seven documentary dramas produced by Lowell Institute Cooperative Broadcasting Council, started on WCOP-AM-FM Boston.

WISL
Shamokin, Pa.
USES
Magnecorder
Used By More Radio Stations Than All Other Professional Tape Recorders

NEW PT63-A
Unit Construction permits portable or rack mount operation. 3 separate heads to monitor from the tape! Prevents recording errors! New 3 head unit also available to convert present PT6 Magnecorder.
WRITE
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FIRST... ...with a SLIM TRIM DYNAMIC for TV

RESPONSE: 40-15,000 C.P.S. ± 2.5 DB
POWER RATING: −53
OMNIDIRECTIONAL
ACOUSTALLOY DIAPHRAGM
BLAST FILTER
CHANGEABLE LOW IMPEDANCE
REMOVABLE SWIVEL
½" OR ⅝"-27 THREAD MOUNTING
CANNON XL-3 CONNECTOR
ALL PARTS PRECISION GROUND

• New "655" Microphone Provides Ultra-Wide Range, High Fidelity Response • Pop-Proof • More Rugged, More Versatile • Individually Laboratory Calibrated

Here, *for the first time*, you have a slim, trim microphone with all the advantages of *dynamic* performance and utility! Only because of the ingenious *Acoustalloy* diaphragm and other E-V developments has it become a reality! Meets the highest standards of TV, FM and AM.

No additional closely-associated auxiliary equipment is required! Can easily be concealed in studio props or moved about. Provides effective individual or group pick-up. Reproduces voice and music with remarkable accuracy. New E-V Blast Filter makes the *655 pop-proof*. Acoustically-treated, strong wire-mesh grille head stops wind and breath blasts. Eliminates wind rumble in outdoor pick-up. *Field proved.*

See for yourself! Write today for Bulletin No. 156 and full information on how you can try this amazing new microphone.

Model 655. *List Price*.....**$200**

Shows the popular Patsy Lee with the TV 655. Note how swivel permits aiming at sound source without hiding face.

Shows TV 655 in the hand with swivel removed. Note how convenient it is to handle for announcing or interviewing.

Shows TV 655 suspended on a boom. Omnidirectional polar pattern and firm swivel permits easy, diverse use.

Electro-Voice INC.
402 CARROLL STREET • BUCHANAN, MICHIGAN
Export: 13 East 40th Street • New York 16, N. Y., U. S. A. • Cables: Arlab

Mull News Script

(Continued from page 24)

plied, "because I don't believe he did it." The answer was stricken from the record.

William J. Burns, *Los Angeles Times* reporter and former secretary-treasurer of the Radio News Club which filed the original charges, reviewed club activities at the time KMPC discharged Mr. Roberts, George Lewin and Mauri Starrells from the news staff. Though Mr. Roberts was club president, Mr. Lewin a member of the board and Mr. Starrell's the club's publicity director, the three did not participate in the organization's inquiry into their discharge, Mr. Burns testified.

FCC counsel began parading former employes of KMPC to the witness stand late Wednesday to give testimony regarding news-slanting charges against Mr. Richards.

Robert P. Anderson, now production supervisor of Don Lee Television, testified that during a two week period while Norman Nesbitt was on vacation, he took over Broadway Department Store newscasts on KMPC and was instructed by Robert Horn, then in the station's news department, about station policy.

The instructions, which were received but not followed, according to testimony, included no mention of Robert W. Kenny, then candidate for Democratic gubernatorial nomination; no unfavorable mention of Ku Klux Klan; no favorable mention of Henry Wallace and to always refer to him as "pin head." Mr. Anderson testified that Mr. Horn informed him the orders came from Mr. Richards.

"Be-bop" music again drew attention when Harry Patterson, commercial manager of KFVD Los Angeles and one-time announcer-newscaster and later production manager and salesman of KMPC, took the witness stand. Repeating testimony of last March, he said Mr. Richards ordered him not to play "be-bop" music on the station because "it fostered communistic impulses."

Mr. Patterson said Mr. Richards ordered him to read news stories and an editorial from a newspaper on a straight newscast the first day he worked at the station. He said no editorial credit was given. Mr. Patterson frequently read editorials on newscasts without giving credit, he said, testifying that Mr. Richards told him to do it.

When Mr. Ford asked the witness if Mr. Richards would have told him to do so in jest, Mr. Patterson replied "No, Mr. Richards was very serious."

Under cross-examination, Mr. Patterson identified two letters he wrote to KMPC expressing "highest regard" for the station and its management and telling Mr. Richards that "your pep talks have done all of us a lot of good." One letter, Mr. Patterson testified, was written at the suggestion of Clair Stout, Washington attorney for KMPC, after complaints had been filed against the station.

Latimer Testifies

Tom Latimer Jr., announcer at KMPC from January 1946 to June 1947, was in the witness chair for the balance of the afternoon and a portion of Thursday morning. He testified Mr. Richards instructed him to insert items from the *Examiner* into newscasts. He remembered reading an *Examiner* editorial as straight news.

Mr. Richards criticized him for giving the "lead" position in a newscast to a story that Russia was the first country to make its full contribution to the United Nations expense fund, Mr. Latimer testified. Mr. Richards met him in the hall following the broadcast and after putting him on the carpet, told him to always show Russia in a derogatory manner, the witness said.

Later, he said, he was taken out of the station's news department after ignoring a request by Mr. Richards that he read on a newscast a newspaper by-lined feature story that Communists were infiltrating the CIO.

"I don't know what is more along the Communist line," said Mr. Fulton, chief counsel for Mr. Richards, as he cross-examined Mr. Latimer, "than to magnify Russia's contribution to the United Nations and then risk a job by not reading a feature about Communist infiltration of the CIO."

Both the witness and FCC Counsel Ford began table-pounding denunciation of Mr. Fulton's insinuation.

Mr. Latimer heatedly asserted that he refused to include the newspaper feature on a newscast, not because of its contents, but because it was "an out-and-out editorial."

He further resented Mr. Fulton's inference, he said, because he had served 27 months with American forces in World War II and already has offered his services, if they are needed, in the present conflict with Communists in Korea.

Mr. Latimer previously had testified that a regular listener of KMPC newscasts who was "halfway intelligent" would have realized broadcasts were "slanted." He admitted under cross-examination, however, that, as far as he knew, sponsors of newscasts or advertising agencies representing sponsors had never received any complaints about programs.

Earlier testimony also brought out that most stories clipped from newspapers were either "anti-administration or pro-Republican." Mr. Latimer also said Mr. Richards told him several times not to use the name of Henry Wallace, and if he did so it was to be only in a derogatory manner.

Mr. Latimer admitted he was taken off news and put back to straight announcing, but explained it was because "my selection of news didn't satisfy Mr. Richards."

He declared that Mr. Richards had said, "If you want to get the news, get it from the newspapers," but, Mr. Latimer testified, "as a conscientious newsman" he tried to do a good job, but "was prevented by Mr. Richards."

Cites Phone Calls

Charles Calvert, production manager of KMPC from August 1945 to August 1947, testified Thursday that Mr. Richards' telephone calls to station newsmen sometimes interfered with technical operations. When station engineers complained to him that announcers weren't checking into master control until seconds before they went on the air with news, Mr. Calvert testified he demanded an explanation.

"They told me," Mr. Calvert said, "that they had been held up by calls from Mr. Richards."

Jack Slattery, freelancer who worker as announcer at KMPC for three months in 1940, on the stand Thursday, testified that Mr. Richards sometimes called him as early as 6 a.m. to request paragraphs from Westbrook Pegler's column be inserted into newscasts without source of material being mentioned.

Usually, Mr. Slattery said, he ignored these requests. As a result, he added, Mr. Richards at a staff meeting once accused him of "not playing ball with the team."

Although earlier testimony was to the contrary, from club minutes and other records produced, Counsel Burns on Thursday showed during continued cross-examination of William Burns, then secretary-treasurer, that when the Radio News Club delegation called on Station Manager Reynolds to discuss handling of news at the station and reasons for firing the three newsmen (Messrs. Roberts, Lewin, Starrells) letters of complaint with affidavits had already been sent to FCC.

When Counsel Burns asked why Mr. Reynolds wasn't informed of this, Witness Burns said, "It was none of Mr. Reynolds' business. It was the business of the Radio News Club." The first letter to FCC was sent Feb. 28, 1948, according to evidence. Mr. Reynolds in a letter had referred to a luncheon discussion with Witness Burns as taking place on March 1, 1948.

The witness did not consider these letters as filing a complaint with FCC, according to testimony. Contending that neither he nor his fellow members of the club knew legal procedure, Mr. Burns said letters were written to FCC to "call attention to an evil situation that existed at KMPC."

Except to admit to being hazy as to dates, he refused to back down on previous testimony given.

At the July 7 session Mr. Reynolds testified that during the 1940 Presidential election year, KMPC gave almost twice as much time to President Roosevelt as to Wendell Willkie, though Mr. Richards was personally opposed to a

AIR FILIBUSTER

Webster Aids Fresh Air Fund

WHEN the word "filibuster" is mentioned these days in Stroudsburg, Pa., chances are that the person who immediately comes to mind is not a legislator but an announcer.

On June 23, Program Director Joe Webster of WVPO Stroudsburg conducted what is now known as "Webster's Filibuster." From 3 p.m. until sign off at 8:30 p.m. Mr. Webster staged his oratorical uprising. He was prompted to do so by lack of response to the appeal for the *New York Herald Tribune* Fresh Air Fund.

Throwing out all the regularly scheduled programs for the five-and-one-half hour talkathon, Mr. Webster told his listeners they would hear no more music for the rest of the day, except record requests made by anyone who called the station to take part in the Fresh Air drive. By sign-off, listeners had pledged to invite 7 additional underprivileged New York children into their homes in the Pocono Mountains for two weeks this summer.

NRP

IF YOUR AM-TV-FM STATION NEEDS

promotional ideas sold to produce cash revenue of from $200 to $1,000 per week, Wire, Call or Write

Edgar L. Bill — Merle V. Watson

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★ We originated sponsored Radio Personalities Picture Albums in 1938, many new program features, and have more sales records and years of experience in selling for over 300 Radio and Television Stations from Coast to Coast than any similar organization in America.

GIVES YOU TWICE AS MUCH POWER GAIN PER DOLLAR

New Andrew Multi-V FM Antenna

Andrew CORPORATION 363 E. 75th CHICAGO ILLINOIS

third term for the President. The station gave the 1940 Democratic convention 9½ hours compared to 4½ hours for the Republican convention, he added.

Mr. Burns observed that any radio address by a Presidential candidate should be construed as political, citing a contention by FCC General Counsel Benedict P. Cottone earlier in the hearing. Mr. Reynolds read KMPC log entries starting in 1940, his counsel observing that FCC counsel had brought up material prior to the last renewal.

Jack Gardner, KMPC staff announcer-newscaster from Jan. 6 to June 22, 1946, testified he had obeyed Mr. Richards' instructions to include a newspaper editorial in a newscast without identifying it and to play up names of Jewish gamblers taken in a Florida raid.

Mr. Gardner said he did not follow an order signed "GAR" asking that Henry Wallace be described as "the pig boy" whenever his name appeared in newscasts. He said Mr. Richards ordered the KMPC news staff to play down the death of Harry Hopkins. Mr. Gardner is now chief announcer of KLAC Hollywood.

Recalled to the stand, Mr. Reynolds testified KMPC devoted 61 hours of air time in the days following President Roosevelt's death to tribute, cancelling programs amounting to a $11,310 revenue loss.

FIXED PERCENT

FTC Warns Agencies, Clients

SPECULATION by agencies and advertisers on a fixed percentage to be added to basic cost in selling a product could, if successful, subject them to "serious legal risks" and anti-monopoly violations, Federal Trade Commission has strongly indicated.

The Commission, in a policy statement handed down recently for guidance of agencies and advertisers, said a client's "safest course" to cover expenses of distribution and profits is to base a price markup "upon his own estimates" of cost amounts, the way they will be affected by changes in business volume, and the manner in which demand for product will be affected by its price.

"No principle is more firmly established under the anti-monopoly laws than that it is an unreasonable restraint of trade and an unfair method of competition for enterprises in the same line of business to agree on selling prices," FTC said. Statement was in reply to a letter from an agency explorer an "accepted" cost ratio.

Why buy 2 or more... do 1 big sales job

"RADIO BALTIMORE"

WBAL

CENSORSHIP

Dondero Hits FCC Again On Richards' Case

RENEWED charges that FCC is embarking on a course of "thought control and political censorship" through its conduct of hearings in the license renewal case of G. A. (Dick) Richards were leveled in the House last week by Rep. George A. Dondero (R-Mich.).

Actually, Rep. Dondero declared, the Commission is attempting to "revoke the licenses of these stations because of the personal opinions of the majority stockholder . . ."

He told the House that as a result of the present hearing (see story page 24) "other independent radio station operators are afraid to have any views expressed over their respective stations unless such views favor the administration in power."

Rep. Dondero questioned FCC's "delay" in granting license renewals for WGAR Cleveland, KMPC Los Angeles and WJR Detroit, Richards stations, and said the Commission has "failed to produce one worthwhile bit of evidence that any newscast has ever been slanted."

The Michigan Republican also scored the Commission for using a former KMPC newscaster, Clete Roberts, as "its star witness," and alluded to remarks allegedly made by Mr. Roberts, reflecting unfavorably on the people of Southern Italy.

Congressman Dondero thus joined three other House members —Reps. Anthony F. Tauriello (D-N. Y.), Hugh J. Addonizio (D-N. J.) and Peter Rodino (D-N. J.)—in demands that Congress call FCC to account for supporting Mr. Roberts [BROADCASTING, July 3, June 26], and that FCC itself repudiate the testimony.

Exchange of Letters

Meanwhile FCC Chairman Wayne Coy, in an exchange of letters with the Congressmen, has assured them that "I and other members of the Commission and members of the Commission's staff do not share the views of Mr. Roberts as quoted by you." He added:

"I cannot go beyond the point of giving you that assurance. The other Commissioners and I will have to be the judge of Mr. Roberts' testimony if and when the matter gets before the Commission itself."

In an earlier letter Chairman Coy explained:

. . . The Commission is in no position at this stage of the proceeding to pass on the question of whether the testimony of Mr. Roberts should be accepted or repudiated. Neither the Commission nor individual members of the Commission have heard Mr. Roberts testify in this proceeding. The only way in which the information is available to us is through the reading of the transcript. In the ordinary course of proceedings before the Commission held before Hearing Examiners in this case or in any other case, parties themselves have opportunity to impeach the witness by showing conflicts in his testimony or unreasonable statements drawn from lack of information. The testimony of Mr. Roberts will have to be evaluated in this proceeding initially by the Hearing Examiner and if there are exceptions to the decision of the Hearing Examiner then the matter will be before the Commission as a body for determination after oral argument. I can assure you that the parties under such circumstances will have adequate opportunity to argue the credibility of Roberts. This is the only procedure we believe that is consistent with the requirements of the Administrative Procedure Act. . . .

Award Winner

Rep. Dondero described Mr. Richards as a recipient of numerous Americanism awards, a pioneer in "fighting communism," and a target of "subversive attacks," and urged station owners and other communication outlets to be "cognizant of the government's possible encroachment on the rights of the individual."

He asserted:

. . . It has been approximately two years since the Federal Communications Commission filed these charges against these stations. In all of this time these stations have not yet had an opportunity to put their hundreds of witnesses on the witness stand in order to refute the accusations made against them. Still another very serious phase that comes about from this procedure is that other independent radio station operators are AFRAID to have any views expressed over their respective stations UNLESS SUCH VIEWS FAVOR THE ADMINISTRATION IN POWER. They watch the progress and the outcome of this case with great interest, as well as all newspaper, radio and communication desks throughout the nation. . . .

. . . Freedom of speech, including voices on the air and the press of the country, must be preserved at all hazards. If, as the general counsel for the Federal Communications Commission has said, this agency of our Government has taken no action whatsoever against radio licensees who had shown political bias, what reason is there for this delay in granting the renewal of these licenses in this case. Who is responsible for this? Is it the staff, who is paid by the taxpayers' money, and not the members of the Commission—who are prosecuting this case in this attempt to crucify a really true American?

UPHOLD GRANTS

FCC Dismisses Complaints

COMPLAINTS against grants of WCRI Scottsboro, Ala., and WLIL Lenoir City, Tenn., have been dismissed in memorandum opinions and orders issued by FCC. WCRI's authorization was found by FCC in no way adversely affecting the rights of Mrs. Rose M. Kirby, Scottsboro applicant who protested the grant on economic grounds [BROADCASTING, June 12].

Opposition of Robert L. Easley to the WLIL grant was denounced by FCC which found Mr. Easley, consulting engineer, would not be adversely affected by the authorization [BROADCASTING, May 1]. Portions of Mr. Easley's petition were held by the Commission to contain "scurrilous matter in alleging the use of undue influence by Arthur Wilkerson to secure a grant" for WLIL. Those portions were stricken "as sham and false."

Mr. Easley, who is 30% owner of WRNO Orangeburg, S. C., had protested FCC's grant of 500 w daytime on 730 kc to Mr. Wilkerson, charging the station had been built and unlawfully operated prior to the grant, and that the applicant allegedly used "a false statement and influence on certain of the Commission's staff to promote a grant without hearing" and "without a complete investigation having been conducted."

In a reply brief, Mr. Wilkerson had admitted he did erect the station prior to grant of the permit, but did so at the "advice and counsel" of Mr. Easley. He denied that Mr. Easley allegedly warned him not to proceed with the work. Application for WLIL was granted by FCC March 28.

Mrs. Kirby had contended WCRI would overlap with WAVU Albertville, Ala., in violation of FCC's duopoly rule, Sec. 3.35. WCRI and WAVU are both owned by Pat M. Courington. She also charged WCRI operation would be unfair competition to Scottsboro stations.

Gates has it

IF IT IS FOR A BROADCASTING STATION

GATES RADIO COMPANY

QUINCY, ILLINOIS
TELEPHONE • 522

WASHINGTON, D. C.
TEL. METROPOLITAN 0522

Spot Option Time

(Continued from page 15)

without firm orders from those clients in advance.

Programs may be the answer to this dilemma. With the networks becoming program owners and sellers on an ever increasing scale, the independent program producers are finding it increasingly difficult to sell their programs for network use and would welcome the change to make affiliations with station representatives that might lead to the opening up of a new field for program sales. This situation is now being explored by a number of leading representative firms and it is not impossible that before the end of the year they will be submitting complete campaign plans, including programs as well as time availabilities, to agencies and advertisers.

The sale of spot radio on what amounts to a network scale, with a program package plus guaranteed time clearance on a nationwide list of stations being offered the prospective advertiser, would be a pretty large assignment for even the largest representative organization to handle as an individual project. But it is a logical function of a cooperative body such as NARSR.

Formed several years back, NARSR was an outgrowth of a belief among station representatives that if spot radio were ever to take its proper place in the overall advertising picture it must be given full-fledged sales and sales promotion effort as an advertising medium. This is a different kind of activity from the sale of time on individual stations which is the primary function of the individual representatives who felt it called for group action.

Whether NARSR, which has successfully promoted spot radio and protected the interests of its members and their stations in fields where it would have been difficult if not impossible for any representative to have acted independently, should extend its activities into the field of programming, or whether this should be handled by a new cooperative organization, has not been decided and probably will not be until the picture has clarified from its present cloudy state.

Drive Planned

It seems certain, however, that whatever form the machinery may take, the station representatives are going to make an all-out drive to sell spot for programs as well as for announcements.

In television, as the NARSR board resolution recognizes, no network has exclusive station affiliations in more than a few scattered markets. Program distribution on a spot basis by film can compete on even terms with the TV networks which have to supplement their limited and part-time interconnections by coaxial cable and radio relay with kinescopic recordings to stations not connected or not available at the time of the live telecast.

Accordingly, the representatives immediately are proceeding to establish the principle of spot option time in television. They anticipate little difficulty in this project as it will certainly be favorably received by the station operators whose net receipts from the sale of time on a spot basis are about two and a half times the station's net take from a TV network commercial. It can fail only if the representatives are unable to sell the time they have optioned and they are reasonably confident that this will not happen.

The next move, which Mr. Weed's committee has been created to map out, is into radio. Here the representatives agree they have the more difficult task of upsetting established industry practice. But they point out that the advent of television has already changed the advertising climate in which the established procedure has operated. Advertisers are beginning to view their network schedules, particularly in the evening hours, with a newly critical eye. Openings are beginning to appear in the previously jampacked evening network schedules of commercial programs.

This, the representatives believe, gives them the opportunity to secure in radio in the long run the same spot option time clearance procedure they expect to make established TV practice from the start.

COVERING WISCONSIN'S LARGEST RADIO VOID
WTTN
114 Local Accounts
26 Regional and National Accts.
2781 Pieces of Mail for May '50
News — Accent on LOCAL
Music — Sports — Special Events
WTTN WATERTOWN WISCONSIN

ELECT SCHINE

Is Patroon V.P., Director

DAVID SCHINE, of the Schine Brothers' hotel, theatrical and radio interests, was elected a director and vice president of the Patroon Broadcasting Co., Troy, N. Y., at a stockholders meeting last week. PBC, which is a Schine property, owns WPTR Albany, N. Y.

Mr. Schine confirmed plans for expansion of the Schine interests into TV, although details have not been announced. This was foreshadowed [CLOSED CIRCUIT, July 10] by the expected transfer of KFWB Hollywood to a company in which Schine Brothers will hold a minority of stock.

Green Leaves Collins

JOHN A. GREEN is planning to leave Collins Radio Co., Cedar Rapids, Iowa, as head of the broadcast engineering department, Aug. 1 to set up firms of his own in Dallas. Mr. Green is establishing the John A. Green Co., manufacturers' representatives, and the Equipment & Service Co., consulting engineers and electrical manufacturers, 6815 Oriole Drive in Dallas. The former company will represent manufacturers as their sales engineer in Texas, Oklahoma, Arkansas, Louisiana and New Mexico. The latter firm will devote services to industrial electronic, broadcast, and electrical engineering problems.

Mr. Green

KPAC CASE

FCC Again Seeks Injunction

ALTHOUGH KPAB Laredo, Tex., reportedly has suspended operations, FCC is making a second attempt to secure a court injunction to keep the station off the air pending disposition of its revocation hearing proceeding against the outlet. FCC's first injunction bid was denied by the court in February [BROADCASTING, Feb. 27].

The court hearing on the new injunction bid is scheduled July 21 before Judge James V. Allred in the U. S. District Court for the Southern District of Texas at Laredo. Judge Allred earlier denied the FCC request on the ground the licensee of the station had not intentionally violated FCC's rules and Mark Perkins, sole owner, had resumed control of the outlet.

FCC's revocation order charged control of KPAB had been transferred without Commission approval from Mr. Perkins to Allen K. Tish, William Prescott Allen and others, who thus were illegally operating the station. KPAB is assigned 250 w fulltime on 1490 kc.

The Commission's new injunction request stated Mr. Perkins again has relinquished control of KPAB "and such control was assumed or discharged" by Mr. Tish, while KPAB also "has ceased operation without FCC consent." FCC added it had requested the station's license to be surrendered for cancellation but it has not been received.

Palmer APRA Speaker

FRED A. PALMER, radio consultant and manager of WOL Washington, is scheduled to speak on "Radio as a PR Medium" at today's meeting of National Capital Forge, American Public Relations Assn., held at the Lee House in Washington. Among questions to be discussed by Mr. Palmer are: How can PR practitioners best use radio? What's going to happen to radio now that TV has arrived? Howard P. Hudson, radio information specialist, National Planning Assn., is program chairman.

DO YOU WANT RESULTS FROM YOUR ADVERTISING DOLLAR?

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

XUM

JULY 17, 1950

TELECASTING

A Service of BROADCASTING Newsweekly

Pockets Low From High-Cost Show?

Dollars
get more dialers
on Du Mont!

Yes they do. And conversely—dialers mean more dollars for Du Mont TV Sponsors. Or to be quite, quite specific: We have got programs that pay their way in sales—not once—but over and over for happy advertisers. Why not be one? Time and talent, programs and spots, Du Mont does it so's you'll like it.

The Nation's Window on the World
60 Stations

TELEVISION DUMONT NETWORK

A Division of the Allen B. Du Mont Laboratories, Inc.
515 Madison Avenue, New York 22, N. Y.
MUrray Hill 8-2600

Copyright 1950

A Service of Broadcasting Newsweekly

TELECASTING

National Press Bldg.
Washington 4, D. C.

JULY 17, 1950

BROADCASTING, Telecasting
$7 annually, 25c weekly

FCC GETS CONDON REPORT

Color Decision Target Aug. 1

ARMED with the long-awaited Condon Committee report—recommending against multiple standards—FCC last week went into virtual continuous executive session to evolve standards for color TV with a target date of about Aug. 1.

The carefully drafted report, which finds that color TV is ready but which makes no recommendation as to any given system, supplies FCC with a scientific analysis against which it may compare its own findings. The report was released last Tuesday by the Senate Interstate and Foreign Commerce Committee, which had commissioned the committee of eminent engineers to make the exhaustive study. The committee formally is known as the Senate Advisory Committee on Color Television.

While FCC is by no means bound by the committee's findings, it was generally felt that these alternatives confront the Commission:

(1) Approval of one of the three systems which have been field-tested and demonstrated during the long, drawn-out color proceedings.

(2) Postponement of establishment of definitive standards until further progress had been made in laboratory and field testing.

(3) Adoption of multiple standards, inveighed against by the Condon Committee.

VHF Switch Unlikely

Any likelihood of transfer of all TV from the VHF to the now unused UHF band was discarded, not alone by virtue of the Condon Committee observations but also in view of the lack of enthusiasm at the color proceedings for an "upstairs" move. FCC Chairman Wayne Coy clearly indicated that no such move was contemplated in his letter a fortnight ago to Gael Sullivan, executive director of Theatre Owners of America [TELECASTING, July 10].

The three basic conclusions cited by the Condon Committee as the basis of its report are:

● A 6-mc radio frequency channel is adequate for color television service, and represents a proper compromise between quality and quantity of service.

● The three systems of color television described [dot (RCA), line (CTI) and field (CBS)] comprise all of the basic systems of color television which need be considered for a 6-mc channel.

● The three systems are mutually exclusive. One, and only one, of these systems must be chosen in advance of the inauguration of a public color television service.

The Condon Committee report dealt largely in abstract appraisal of the three systems tested. It found the CBS field sequential system has reached a "highly satisfactory state" as to color fidelity, but is not likely to improve substantially; that the RCA system "can be expected to improve substantially," and the CTI system, "less fully developed" has "somewhat greater possibility of future improvement."

Of significance were observations that developments of Hazeltine Electronics Corp., which did not participate in the hearing proceedings and, therefore, is not covered in the record, "are an important contribution to the dot sequential system — RCA's basic method.

The committee is headed by Dr. Edward U. Condon, director of the National Bureau of Standards, and includes Newbern Smith, Bureau radio expert; Stuart L. Bailey, president, Institute of Radio Engineers; William L. Everitt, U. of Illinois electrical engineering department head, and Donald G. Fink, editor of *Electronics* magazine. The committee approved its report unanimously at its last meeting July 5-6.

Supplemental Report

Attached to the committee report were supplemental reports on tests of flicker in color television by T. H. Projector of NBS and on fidelity of color reproduction by the CBS and RCA systems, compiled by Dr. Deane B. Judd, L. Plaza and M. M. Balcom, also of NBS. Dr. Judd was called by CBS to testify during the color proceeding.

The Projector report, in which Dr. Judd and C. A. Douglas of NBS assisted, found "that the amount of flicker inherently present in the CBS color television system, while noticeable, is unobjectionable."

The second report concluded that in January the CBS system "was found to yield as faithful reproductions in color as is common by Kodachrome photographs" and was "at that time sufficiently developed to give trouble-free operation at this level of color fidelity." The RCA system in February was found to yield "substantially as faithful reproductions in color" as Kodachrome but "was not shown at that time to be sufficiently developed to yield these results without constant expert attention to the receiver."

Meanwhile, Sen. Edwin C. Johnson (D-Col.), chairman of the Senate committee which requested the special color TV study, said Wednesday he preferred to withhold comment on the Condon report "at this time."

He indicated, however, his committee would maintain a watchful eye "to see what FCC does."

"It's their move and I hope they can work out of the problem with-

(Continued on Telecasting p. 16)

COLOR REPLIES FILED

Case Rests With FCC

PROPONENTS in FCC's exhaustive color television proceeding finally rested their case with the Commission last week as they filed formal replies to the "proposed findings of fact and conclusions" tendered a fortnight ago [TELECASTING, July 3].

The replies virtually constituted the "last word" broadcasters will have in the historic color case, unless FCC's forthcoming decision were appealed to the courts. Experts presently doubt such an appeal would be taken.

The formal replies, by CBS, RCA, Color Television Inc. and Paramount Television Productions jointly with its affiliated Chromatic Television Labs. Inc., were filed with FCC Monday. On Tuesday the full Commission immediately began consideration of the color issue as previously planned (see story this page).

CBS, CTI and RCA each vigorously drummed anew old contentions for adoption of its proposed color system—the field, line and dot sequential systems, respectively—while denouncing in no few words the systems of competitors. Paramount-Chromatic again urged delay of the color decision for a year to permit new developments, or in the alternative, to allocate color exclusively in the UHF on field sequential standards of 405 lines, 180 fields with horizontal interlace on a full 6-mc video channel.

The RCA and CBS replies were mutually uncomplimentary to a high degree. Each charged the other with failure to cite all of the facts and avoiding evidence unfavorable to their respective systems.

Voluminous RCA Reply

RCA's voluminous reply was devoted chiefly to rebuttal of the CBS proposed findings. RCA contended the CBS document "tries to be clever" and "seeks its objective by innuendo."

It held the CBS brief "does not directly attack the fundamental ability of the RCA system to do what RCA says it will do" and employs hedging tactics in the realization "the RCA system may be standardized before long."

RCA explained CBS "does not want to be proved wrong again by a statement such as it made last October that 'nothing' can improve the RCA system." It asserted the CBS theme on color is the same as Columbia espoused in 1944 regarding monochrome TV. RCA said CBS then warned that using the 525-line system instead of one of greater resolution was "inviting disaster" and such a system could not be put over as a "going enterprise."

CBS' talk of "grave risk" in the RCA system is fundamentally a lack of faith by CBS in the electronic art itself, RCA contended. From the same source comes CBS' talk of "complexity" in the RCA system, RCA added. Elsewhere in its reply RCA held this CBS lack of faith in the electronics art belonged to the "CBS of the proposed findings" while the case was different for the "CBS of the hearings."

RCA noted Dr. Peter B. Goldmark, inventor of the CBS color system, during hearing testimony on RCA's tri-color tube development 21 days before demonstration of the tube, had said, "Any outfit that could develop image orthicon to make it as it is today should be able to build such a tube."

Regarding the dispute over RCA's claims that the CBS color proposal fundamentally involves a mechanical system, RCA held CBS itself "has made this a case of the disc against the RCA system"

(Continued on Telecasting p. 12)

XUM

'MITCH'S TV PITCH' Video Version Is Unveiled

THE basic case for television as an advertising medium was unveiled last week in a video version of "Mitch's Pitch," the name given Maurice B. Mitchell's sales talks on behalf of NAB's Broadcast Advertising Bureau.

As BAB director, Mr. Mitchell has traveled up and down the country reciting the pros of broadcast advertising and perhaps alluding occasionally to the cons of other media. His newly developed pitch for television, especially as a medium for retailers, had its premiere last Tuesday before the Washington Ad Club, which applauded his effective sales arguments and chuckled at his typical asides.

Noting that today's new generation will be tomorrow's customers, he said people are living differently since TV's advent and predicted department stores will be devoting half their ad budgets to video within a decade.

Eugene S. Thomas, manager of WOIC (TV) Washington and NAB director-at-large for television, introduced Mr. Mitchell, whose pitch bore the staid title, "Television, a 20th Century Selling Tool." Guests at the head table included William B. Ryan, NAB general manager; Earl H. Gammons, CBS Washington vice president; William R. McAndrew, general manager of the NBC Washington stations, WRC-AM-FM WNBW (TV); Walter Compton, general manager of WTTG (TV) Washington; Charles A. Batson, NAB TV director and recently assistant to Mr. Mitchell.

Effect of TV

Speaking off-the-cuff, Mr. Mitchell disclaimed the formal nature of his talk and set about the business of giving TV its place in the advertising spectrum. First of all, he said, consumers everywhere are trying to get a message across to retailers—a message that they are living differently, and shopping and buying differently. Within five years the reading, entertainment and shopping habits of the public have been changed by TV, he said.

The consumer, he continued, is saying to the retailer; "I have a TV set. I can see your goods. My family can sit with me and help me buy." He contended the customer is waiting for a price break; wants to shop at night, on weekends, at lunchtime—all because he lacks time and doesn't want to shop during the day.

The retailer thus is warned that he must change his advertising habits as the customer has changed his buying habits, Mr. Mitchell said. Among stores that have heeded the warning, he said, are The Hecht Co. of Washington, Allied Stores and Rich's of Atlanta, all of which quickly learned to take the store to the customers.

And how many customers? He listed a few fundamentals of TV such as the 106 stations in 62 cities, 25 million viewers inside their 40-mile range, total circulation of 6,214,000 sets as of June 1, production of 400,000 sets a month, 4-to-5 viewers per set and 60% to 70% sets-in-use at any given time.

"These are people who are watching advertising, not something vague like net circulation," he argued.

Mr. Mitchell recalled his favorite thesis that advertising men do not sell advertising but sell impact, or impressions on the buying minds of people.

"TV sells it now," he said, adding that it is a demonstrating medium that "shows how it looks. You talk to them while you show them," he said, arguing that TV by combining sight and sound provides two for the price of one—coordinated attention of the eye and ear working in the same direction.

Stimulates Store Traffic

"You also get motion," he said. "It happens as you watch it. No other medium sells to people while they watch advertising." He explained that TV also stimulates store traffic and the desire to buy because "you are comfortable, relaxed and not bothered by crowds, bells ringing and all the other distractions in the store."

"Your advertising is vivid and believable," he said.

Television has the highest sponsor identification of any medium, he said, citing a case where the Loft stores deliberately offered a none-too-desirable item with a complicated Long Island address. The response was amazing and a tribute to TV's impact, he said.

"Ask yourself," Mr. Mitchell suggested, "if the people growing up in this era will forget you." Referring to the cry of TV critics that TV advertisers are experimenters, he said these TV users are experimenting under most favorable circumstances. "Only once in a generation can you get such a bonus, such a novelty, with every ring a brass ring," he said. "If the 11-year-old vote counted, the next President would be named Hopalong."

"You can use television," he continued. "It reaches everybody."

He brought up the claim that TV is a difficult medium to use. "It's no harder to use than any other medium," he said. "You can talk to more people than a salesman can talk to in a lifetime. Television stations know all the techniques.

"Radio and television have one important advantage in common—you can beam your advertising talk to the people you want to talk to, crediting TV with the ability to deliver to an advertiser more men than any other medium."

In showing how TV can sell all kinds of goods he listed such successful users as an alligator farm, used car dealer, antique store, curtain manufacturer, cereal maker and laundry.

"TV provides an eye-level display, properly lighted, a display with a message," Mr. Mitchell said, illustrating with the promotion of yard goods by Rich's store in Atlanta in which the goods are displayed from the bolt and then made up in this year's styles.

Results Important

As to cost, he contended effectiveness is measured in terms of results. "My demonstrator is in the living room closing the sale while your demonstrator is throwing his message on the front porch," he said.

"Does TV work?" he asked rhetorically. "Ask the roller derby and the wrestling promoter."

Users of TV must have an objective, he said, belittling the advertiser "who orders a page in next Tuesday's paper because the other fellow bought two."

"Nobody in business stands still today," Mr. Mitchell concluded. "In Washington 300,000 TV viewers have changed their way of living. Television time is harder to buy. Today's new generation are tomorrow's customers, and young people are intensive viewers.

"Big, successful stores are now using TV. Fifty per cent of department store advertising dollars will be in TV within 10 years."

TV BILLINGS

Top $2.8 Million in June For ABC, CBS, NBC

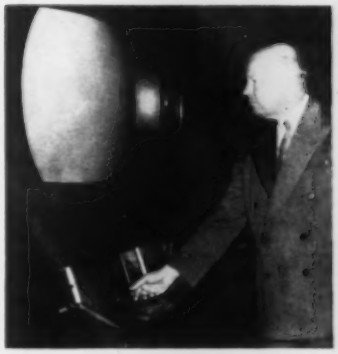
TELEVISION network time sales of ABC, CBS and NBC in June totaled $2,884,273, according to Publishers Information Bureau. The figure is more than 3½ times as great as the combined gross of $776,432 for all four TV networks in June 1949.

Same ratio holds for the six months billings, which were $14,031,395 for the three TV networks in the first half of 1950, as compared with $4,250,941 for all four networks in the like period of 1949.

Network-by-network breakdown follows:

	June 1950	June 1949	Six Months 1950	Six Months 1949
ABC-TV	$ 412,888	$ 119,835	$ 1,933,568	$ 350,639
CBS-TV	903,754	198,161	4,604,211	1,058,908
DuMont	.....	58,646	.....	412,773
NBC-TV	1,567,631	399,790	7,493,616	2,428,621
Total	$ 2,884,273	$ 776,432	$14,031,395	$ 4,250,941

(DuMont 1950 figures not available.)



REFLECTING the growth of the television industry is this 30-inch direct view screen television receiver (picture is 536 sq. in.) claimed by DuMont to be the world's largest. Dr. Allen B. DuMont, head of Allen B. DuMont Labs and DuMont Television Network, adjusts a control dial on the "Club 30" set which he introduced at the first national convention of DuMont distributors held July 6-7 at the Hotel Pierre in New York [TELECASTING, **July 10**].

BUSINESS AID

DuMont Sees Spark in TV

AN INCREASE of 10 to 15% in the nation's overall business activity as a direct result of television was predicted last week by Dr. Allen B. DuMont, president of the Allen B. DuMont Labs.

Speaking at State College, Pa., to the radio and television institute of Pennsylvania State College, Dr. DuMont said that within three years after the current "freeze" on construction of new TV stations is lifted, three out of four American families will own TV receiver sets.

Providing a sound allocation plan is adopted, he said, every major American city and suburbs will be served by at least four transmitting stations, including the major TV networks.

Sales Force Seen

Once TV becomes truly national, Dr. DuMont predicted that it will act as a tremendous sales force. Instead of video replacing other media, it will stimulate new advertising dollars.

Citing the McCann-Erickson report of 23 clients who experienced increased sales of 19 to 37% in TV markets as compared to non-TV markets, and the 30% sales jump of a Kraft Co. product in cities reached by its TV program, Dr. DuMont did not consider his prediction too optimistic.

Kathryn Katz Balaban

FUNERAL services were conducted in Chicago Wednesday for Mrs. Kathryn Katz Balaban, widow of David Balaban, co-founder of the Balaban & Katz Theatre chain, which owns WBKB (TV) Chicago.

The Fairbanks Technique:

Solving Problems of Films for Video

By JERRY FAIRBANKS
PRESIDENT
JERRY FAIRBANKS INC.
HOLLYWOOD

FILM, long touted as one of the most efficient means of television programming by motion picture people and once bitterly belittled by "live" enthusiasts, at last will come into its own this fall when a large number of eastern and western originated programs turn to it because of superiority over kinescope recordings.

An unwanted stepchild of the video industry for more than three years, film is gaining new respect every day from almost every quarter of the new medium. This recognition—followed by predictions of many station managers that film ultimately will constitute 50% of all video programming—is the result of research and experimentation by independent producers who have wholeheartedly devoted their talents and resources to television.

Although most of us have been actively engaged in almost every phase of motion picture production for more than a score years, television confronted us with some of the most difficult obstacles we have ever faced. In a period when movie production and talent costs are at an all-time peak, we have sought a means of filming quality shows at a fraction of the price of theatrical motion pictures.

Most "A" pictures today are priced in the neighborhood of $1 million. Even with recent industry-wide economies the cheapest "B" movie costs upwards of $100,000, taking approximately 60 minutes of working time to produce one-minute of film. Our problem was to find a way of making half-hour video pictures for a total cost of around $6,000—or a minute of finished film for every 16 working minutes. (The $6,000 figure, of course, varies according to sets and cast.)

It was apparent almost from the start that the problem was primarily a technical and mechanical one rather than one of increased efficiency and labor. Many important improvements in efficiency of operations have been made, of course, but tremendous reductions in the cost of labor (which now accounts for between 60 and 75% of the total) are impossible in any highly unionized industry.

The problem of cost reduction was solved only after more than three years research and experimentation and the development of new types of camera and other filming equipment. The Multicam Process, title we have given our multiple camera technique, utilizes three or more 16mm or 35mm Mitchell cameras which can operate simultaneously or individually, filming three or more different angles of a scene and getting long, medium and close-up shots at the same time. The procedure is similar to the use of three cameras in telecasting "live" television.

Cites Complex System

A detailed explanation of all the developments that comprise the Multicam system would fill this entire issue of BROADCASTING • TELECASTING. Included would be such items as the perfection of equipment making it possible to follow focus at all times and a viewfinder giving cameramen the exact image in the exact focus of that being recorded on film; a new type tripod that can be almost instantly raised or lowered and that can be used to dolly in any directional line and in any radius and controlled by the cameraman himself; new type eyelights; new

* * *

SUCCESS of Fairbanks Inc. is registered in the smiles of its executives (l to r): Russ Johnston, vice president in charge of sales and distribution; President Jerry Fairbanks, and Frank Mullen, chairman of the board.

UTILIZING its Multicam Process, Fairbanks Inc. is able to produce a minute of finished film for every 16 minutes of working time, at unusually low costs.

LEFT PHOTO: Cameras focus on Ted Osborne during filming of "The First Hundred Years," half-hour comedy show of the *Silver Theatre* series.

MIDDLE PHOTO: Crew and cameras go on location to film the feature-length Easter program, *The Triumphant Hour*.

RIGHT PHOTO: Director Frank Telford instructs (l to r in foreground) Ward Bond, Beverly Tyler and Glenn Corbett before shooting a scene for "His Brother's Keeper," featured on the *Silver Theatre*.

XUM

lighting techniques; new stage operations techniques and production systems.

The foremost invention—and key to the entire technique—is a device that automatically "syncs" the action film of each camera and the sound film. With it cameras now can be turned on and off numerous times during the filming of long sustained scenes. The device leaves a "sync" mark, identifying the camera, on the action film in each camera when the particular camera is up to speed. In the sound recorder it also exposes a line or lines on the sound film, identifying the cameras in operation throughout the scene. In this manner, the sound film becomes the key to the cutting and inserting of all scenes shot by the different cameras.

As *Silver Theatre* and other series and the *Triumphant Hour* Easter program have proven, we now are able to produce a minute of finished film for every 16 minutes of working time; are able to make video film programs at a cost approximately equal to the cost of the same show produced and kinescoped "live." This, we feel, is quite an accomplishment, especially when one considers that the wage scales of Hollywood motion picture unions are frequently more than double those of the current video field.

Cost Main Problem

Although cost was the basic problem to be solved, there were numerous smaller ones that also had to be overcome. Again, a complete listing of details would fill a book. A few can be summarized, however, and may prove of interest.

Viewers watching old time movies on television frequently are startled to find the players decapitated or sliced from top to bottom. The answer, of course, is that the television screen field differs somewhat from the visual field of theatre screens because of the curvature of the video receiving tube. To avoid decapitation and slicing, we use a special field that allows for an 8% loss at the top and bottom and a 13% loss on the sides.

Wardrobes, we have discovered through experience, should never be extremely light or dark. Medium shades should be used and "busy" designs (small checks, for example) avoided. Makeup should be a little darker in tone than that usually used for theatrical pictures. Our sets are mobile and constructed of lightweight materials for ease in rapid handling. Our set decorators select colors somewhat darker and with softer tones than would be used for regular movies and extreme contrasts are avoided.

Details of our lighting and processing techniques which eliminate the washed-out and "watery" qualities common to kinescope recordings and most motion pictures on television are a trade secret. It can be stated, however, that emphasis is on back lighting. Sharp contrasts and dark corners in sets are avoided.

Film, when photographed and processed especially for the new medium and *projected correctly by stations*, is equal to and generally superior to the "live" telecast image. There is no comparison between motion picture lighting and video flat lighting. This is not the fault of viedo technicians but because a "live" show must be lighted for its entirety and because no changes can be made once the show has started.

Projection Problem

Unfortunately, video film is not always projected correctly. This is the foremost problem that the television film producers now are attempting to solve by urging stations to use better equipment and better trained projectionists.

NBC SIGNS WYNN

To Long-Term Radio-TV Pact

STRUGGLE between networks for talent supremacy continues, with NBC in its maneuvers signing Ed Wynn away from CBS on a long-term radio-television contract starting in the fall. Although his services are primarily for TV, the radio clause was inserted in the contract should he decide to return to sound broadcasting at a future date, it was said.

At a reported price of $20,000 per telecast, the comedian will do 11 programs on a rotating basis, and share the spotlight with Eddie Cantor, Fred Allen and another radio-video star yet to be chosen, in a new TV series to be sponsored by Colgate-Palmolive-Peet on NBC-TV. It is expected that Mr. Wynn will commute between Hollywood and New York for his once-per-month telecast.

Talent and production costs on the new show will exceed $40,000 per telecast. This is exclusive of TV network time.

Under contract to CBS for the past season, with Camel cigarettes the last sponsor, Mr. Wynn was released of that network commitment when no sponsor was signed for next fall.

Durante Negotiations Slowed

There has been a slow-down in negotiations between Jimmy Durante and NBC for his exclusive radio-TV services. The comedian is under contract to MGM which would bar him from TV for at least another year. Any deal made with NBC would be for radio only, unless he works out a new arrangement with the film company.

Whether Dinah Shore will return to NBC or remain with CBS is still a question. Her decision has not been revealed. Status of Red Skelton and Edgar Bergen remain the same. Although the invitation to return to NBC still stands, it is expected that the comedians will remain with CBS, at least until their contracts expire.

ENJOYING informal get-together at National Assn. of Radio Station Representatives Spot TV Clinic luncheon in New York's Biltmore Hotel are (l to r): Frank Silvernail, BBDO; Al Brashaw, American Tobacco Co.; Hope Martinez, BBDO; Frank Towers, American Tobbaco; Don Kearney, The Katz Agency; Keith Kiggins, Edward Petry & Co.

LUNCHEON for the sponsor at NBC Chicago is attended by (l to r) Clifton Utley, AM-TV commentator; J. D. Farrington, president, Rock Island; Jules Herbuveaux, manager, NBC Chicago's TV department; William E. Hayes, Rock Island public relations. Rock Island sponsors Mr. Utley on WNBQ (TV) Chicago.

DISPLAYING their amateur cooking skill, Al Constant (l), director and newscaster, and Pat Crafton, program manager, KRON-TV San Francisco, turn out a batch of cinnamon rolls and a minced clam and cheese spread while substituting for Edith Green, KRON-TV's home advisor on her *Your Home* show.

NEW YORK party given by NBC for Dave Garroway (r), star of the *Garroway at Large* program, finds Mr. Garroway discussing his show with T. L. Shaffer (center), vice president in charge of sales, Congoleum-Nairn Inc., sponsor of the show, and R. F. Jones, assistant to Mr. Shaffer.

ON hand to install the incoming president of Los Angeles Advertising Women, Mary Buchanan (r), asst. public relations dir., Union Pacific Railroad, is Haan Tyler, mgr. of KFI Los Angeles, new pres., L. A. Advertising Club. At left is Beatrice Kentz, BBDO, outgoing women's pres.

ATTENDING Los Angeles demonstration of new NBC kinescope equipment are (l to r) Leon Benson, TV director, J. Walter Thompson Co., Los Angeles; Thomas F. Harrington, partner, Ted Bates Co.; Sidney N. Strotz, v. p., NBC Western Div.; Thomas B. McFadden, gen. mgr., KNBH (TV) Hollywood.

XUM

Condon Report

(Continued from Telecasting p. 2)

out interference on the part of Congress," he told TELECASTING. He indicated he had brought the report to Chairman Coy's attention when it first reached the committee July 8.

Chairman Johnson expressed appreciation for the "time and efforts spent by these experts in formulating the report," which he described as a "heavy task—and a most important one," and felt the Condon group had performed a distinct public service.

Sen. Johnson had no comment on the committee's recommendation that one—and only one—system be used as a basis for adoption of color TV standards. He has indicated, in the past, his hope that multiple standards might be technically feasible "in the interest of fostering competition" among American television manufacturing firms.

Authorities pointed out, however, that its technical practicability would be left to the Commission's engineers, and stressed Sen. Johnson had merely expressed sentiments looking toward a decision which would militate against the possibility of monopoly in the manufacturing field.

The Senate Interstate Commerce Committee held its regular semi-monthly meeting last Wednesday but did not discuss the Condon report, it was understood.

FCC Comments

FCC Chairman Coy and other Commissioners, excepting Comr. Frieda B. Hennock, withheld formal comment on the Condon report. Miss Hennock said "it is reassuring in the solution of the complex color problem to have the technical opinion of a group of unbiased and outstanding experts in addition to those of our staff to help us reach a decision."

Curtis B. Plummer, FCC Chief Engineer, indicated the report would be "very helpful" in reaching a color decision since it is "another point of view" by the "different people working on it."

RCA-NBC, ABC, CBS and DuMont had no comment nor did NAB or RTMA.

The Condon Committee report confined its comparison of the three color systems chiefly to a tabular summary of "fundamental" performance characteristics (See table above). The list of categories used in the table omits consideration of certain peculiarities of apparatus such as mechanical vs. electronic operation of the receiver, limitation of picture size and limitation of angle of view, the report said.

It was explained these matters "once loomed large in the competitive consideration of the systems, but they have become progressively less prominent as the development of the systems has proceeded." The report said it appears in fact that all of the systems may use the tri-color tube to advantage, putting all three "on a par with respect to all-electronic receiver operation, size of image and angle of view."

The report explained "no attempt has been made to place relative emphasis on the main categories" of performance characteristics since this "must be assigned at the highest level of administrative decision, taking into account the economic, political and sociological factors, as well as the technical factors, involved." The committee explained:

The difficulty of placing this emphasis can be well illustrated by such questions as: "Is compatibility (preservation of existing investment) more important than convertability (converting existing investment)? How do each of these compare with effectiveness of channel utilization (conservation of the public domain) or geometric resolution (providing the maximum flexibility to program producers in choice of subject matter, range of action and field of view)?" Answers to these vexing questions must be found but they are not properly the concern of technical specialists.

In the tabular summary, where two systems equally share as the superior system, they are cited alphabetically, the report explained.

The report observed that all of the systems "are subject to improvement as a result of further technical and operational development" and the process of improvement "will go on in each system until the decision between them is handed down." The prospect for future improvement, however, "is not of equal magnitude in each system," the report said.

This latter fact "is a matter of evident importance in setting standards," the report held, "since the standards may be expected to be in use for a long time after their full potential has been realized. The net long-term good to the public is thus greatest in that system which can be expected to reach the highest pitch of performance during the next few years."

Standards Limits

"Such technical advances, presuming a choice of one system in the immediate future," the committee asserted, "will be limited to those matters capable of improvement within the framework of the then-established standards."

"The CBS system," according to the opinion of the committee, "has progressed furthest toward full realization of its potentialities, within the confines of the field-sequential system. It is not likely, for example, that the color fidelity will improve beyond the highly satisfactory state now achieved. Equally, the CBS system is not likely to improve substantially its channel utilization beyond that achieved in the dot-interlaced version of the system. Nor is the flicker-brightness performance capable of substantial improvement, except by methods equally available to other systems, once the picture rate is established at 24 color pictures per second."

"The CTI system, being less fully developed," the Committee concluded, "has somewhat greater possibility of future improvement, particularly with respect to correction of faulty registration and small area color distortion, and the development of convertible receiver circuits using a tri-color tube. But in other respects the CTI system cannot reasonably be expected to overcome certain inherent limitations imposed by the choice of scanning method. These include the difficulty of avoiding interline flicker and the impracticability of using dot interlace (at a color picture rate of five per section, which is too low for satisfactory rendition of small areas and sharp edges)."

"The RCA system also has considerable opportunity for improvement within the confines of the scanning standards proposed for this system," the committee stated. It continued: "The registration of the color images, and the balance of the color values in both large and small areas can be expected to improve substantially with advances in camera design. Convertible circuits, to convert existing sets to color using the tri-color tube and auxiliary components, can be developed."

The committee's discussion was indicated to be confined to these three systems as developed and demonstrated by their respective proponents. The report explained the committee however viewed an additional demonstration of Hazeltine's dot sequential system.

The report said Hazeltine showed a technique known as "constant luminance sampling" which reduces the visible effect of noise and interference in the dot sequential color image. The report contended "this demonstration also provided conclusive proof of the efficacy of the mixed-highs technique, in that a video channel of 4 mc, carrying a mixed-highs, dot-sequential transmission was found to offer substan-

TABULAR SUMMARY OF PERFORMANCE CHARACTERISTICS

Performance Characteristic	System: Standard Black-and-White	CTI Color	CBS Color; Line-interlaced	CBS Color; Dot-interlaced	RCA Color	Superior System
Adaptability	.....	Not needed	Adaptable	Adaptable	Not needed	CTI-RCA
Color Fidelity						
*Large areas	.....	Satisfactory	Excellent	Excellent	Satisfactory	CBS
Small areas and edges of objects	.....	Fair	Excellent	Excellent	Fair	CBS
Compatibility						
Quality of image rendered on existing sets	.....	Fair	Not Compatible	Not Compatible	Excellent	RCA
Continuity of motion						
*Large objects	Excellent	Good	Good	Good	Good	.....
Small objects	Good	Fair	Good	Fair	Good	CBS(line)-RCA
Convertibility	.....	Not easily convertible at present	Convertible 12½ inch tube diam. max.	Convertible 12½ inch tube diam. max.	Not easily convertible at present	CBS
Effectiveness of Channel utilization	Good	Good	Satisfactory	Good	Excellent	RCA
Flicker-Brightness Relationship						
*Large areas	Excellent	Excellent	Good	Good	Excellent	CTI-RCA
Small areas	Good	Fair	Good	Satisfactory	Good	CBS(line)-RCA
Interdot flicker	Absent	Absent	Absent	Fair	Fair	CTI-CBS(line)
Interline flicker	Good	Poor	Good	Good	Good	CBS-RCA
Geometric Resolution						
*Number of picture elements per color picture	200,000	200,000	83,000	166,000	200,000	CTI-RCA
Vertical resolution	490 lines	490 lines(1)	378 lines	378 lines	490 lines	RCA
Horizontal resolution	320 lines	320 lines	185 lines	370 lines	320 lines	CBS(dot)
Superposition performance						
*Registration	.....	Fair	Excellent	Excellent	Fair	CBS
Color Breakup	.....	Excellent	Satisfactory	Satisfactory	Excellent	CTI-RCA
Color Fringing	.....	Excellent	Satisfactory	Satisfactory	Excellent	CTI-RCA

*** Considered factor of "outstanding importance" by the Condon Committee.**
(1) This is the geometric resolution; the apparent vertical resolution is considerably less, due to interline flicker.

tially the same quality of image as a 12-mc channel carrying an equivalent simultaneous color transmission."

The committee concluded "the Hazeltine developments are an important contribution to the dot-sequential system."

"The present state of development of each system has been reached through the efforts of single organizations working in competition," the report noted, adding, "Once the decision is reached among the systems, all that effort, plus additional effort from other quarters, can be applied to the one system thus chosen. It may then be found that the real limit to future progress is that imposed by the nature of the scanning standards, not by present equipment limitations or present relative costs."

"On this account, the final conclusion of the Committee," the report stated, "is that principal importance should be attached to those fundamental capabilities and limitations which relate to the choice of scanning method. . . . Other factors, relating to the present performance and costs of apparatus, deserves consideration, but, in the opinion of the Committee, such matters should take second place in the technical assessment of the systems."

A substantial portion of the committee's report was devoted to discussion and analysis of the principles of color television. This included extensive explanatory consideration of the various factors in color TV such as resolution, image continuity, color break-up and fringing, flicker, color fidelity and other definitions.

Set Cost Problem

The report here noted that in view of the fact "a definitive answer to the question of receiver costs cannot be available until the color service is actually instituted and large-scale production is under way, the Committee believes that it will not be possible to take the relative receiver cost factors into consideration in arriving at the necessary policy decisions affecting color television."

Another chapter of the report evaluated on an individual basis each of the three color systems. These evaluations formed the background for the committee's later comparative conclusions and tabular summary.

The essential attributes of the CTI line-sequential system were summarized by the committee as follows:

(A) It is a compatible system, employing the same number of lines per picture and the same number of fields per second as the black-and-white system. This permits a black-and-white version of the color image to be reproduced on standard black-and-white receivers, without modification of the receiver.

(B) It achieves resolution and large-area flicker performance equivalent to the black-and-white system, but is deficient in apparent vertical resolution and small-area flicker performance.

(C) It is subject to registration difficulties.

(D) It does not employ the channel width effectively, since neither the dot-interlace nor the mixed-highs principle are employed.

The essential characteristics of the CBS field-sequential system were given as follows:

(A) The CBS system scanning standards are not compatible with the black-and-white scanning standards. This requires modification of existing black-and-white receivers, and additional complication in receivers of the future, to permit reception on both sets of scanning standards.

(B) The line-interlaced version of the CBS system has substantially poorer resolution than the black-and-white system. The dot-interlaced version has slightly poorer resolution than the black-and-white system. The crispening technique, applied to other systems, improves its resolution. However, this technique, applied to other systems, would improve their apparent resolution in the same degree.

(C) The large-area flicker-brightness performance of the CBS system is inferior to that of the black-and-white system. This means that CBS color image cannot be as bright, by a factor of 5 to 10 times, as the black-and-white image, for equal freedom from flicker. The dot-interlaced version of the CBS system, operating at the low color picture rate of 12 per second, has a small-area flicker performance (interdot flicker) not as good as the black-and-white system.

(D) The color fidelity of the CBS system, as demonstrated, is superior to that of the other color systems. This superiority is due to the maintenance of better color balance and more accurate registration, both of which are implicit in the use of but one scanned surface in the camera and one in the receiver. Much of this advantage is lost in the electronic version of the CBS receiver, since three surfaces are necessary at the receiver.

(E) The effectiveness of channel utilization is satisfactory in the line-interlaced version, and is good in the dot-interlaced version. The impossibility of employing the mixed-highs technique lowers the channel utilization with respect to the dot-sequential color system.

(F) Existing receivers with picture tubes of 12½ inches and smaller diameter can be converted to color reception, but at an appreciable cost.

The essential performance characteristics of the RCA system were given as follows:

(A) The RCA system scanning standards are compatible with the black-and-white scanning standards. Consequently a black-and-white rendition of the RCA color transmission can be received on receivers built for black-and-white reception, without modification of their scanning circuits. Moreover, the characteristics of the RCA color system are such that the quality of the black-and-white rendition may be equal to that of standard black-and-white reception, in resolution and large-area flicker-brightness performance.

(B) The RCA color image has an overall resolution approximately equal to that of the black-and-white system. The finest details are depicted in shades of gray, while larger details are rendered in color. The color transmission has sufficiently fine detail that, when the gray-tone detail is added to it, the apparent resolution of the image as a whole is approximately 200,000 picture elements.

(C) The large area flicker-brightness and continuity performance of the RCA system is equal to that of the black-and-white system. The small-area performance in these respects is somewhat inferior, due to the fact that the color-picture rate is 15 per second, half the corresponding rate in the black-and-white system.

(D) The color fidelity of the RCA system suffers to a certain extent from uneven color balance in large areas. Overlap and crosstalk between the color components, and faulty registration, affect the color fidelity in small areas.

(E) The effectiveness of channel utilization of the RCA color system is the highest of all the systems discussed in this report.

(F) Existing receivers cannot be converted to color reception in the RCA system, except at a substantial cost.

NBC Chicago Theatres

NBC-TV Chicago has given up its original plan to occupy both the Studebaker and Harris legitimate theatres and will rent only the latter next fall. The Harris is being reconditioned now for television originations, and is expected to be ready for crews early in September. NBC's Chicago TV outlet, WNBQ plans a heavy daytime schedule then. When the Harris is available, NBC will move from the Studebaker.

LEARN 'KNOW HOW' *Young's TV Advice To Calif. Admen*

LEARN the "know how" of television or be left lagging behind was the advice to agency men by John Orr Young, New York advertising consultant, at the four-day 23d national conference of the First Advertising Agency Group in the Hotel Lafayette, Long Beach, Calif., last week.

Co-founder of Young & Rubicam, Mr. Young also is author of *Adventures in Advertising*.

"Television is a great big lout of a boy, sired by radio with the movies as his dam," he told delegates and guests at the banquet following opening sessions of conferences last Tuesday. "Some day he (television) may eat his parents out of house and home. But I don't think it will be in our generation."

Declaring TV is the greatest development in the advertising field, Mr. Young cautioned agency men that they must learn to master its use. Although radio and newspapers will continue as high major medias, television will surpass them all, he said.

Cites Research Needs

He further declared that medium sized and "bread and butter" agencies must give more thought to research, better branch office service and even prestige items such as AAAA membership.

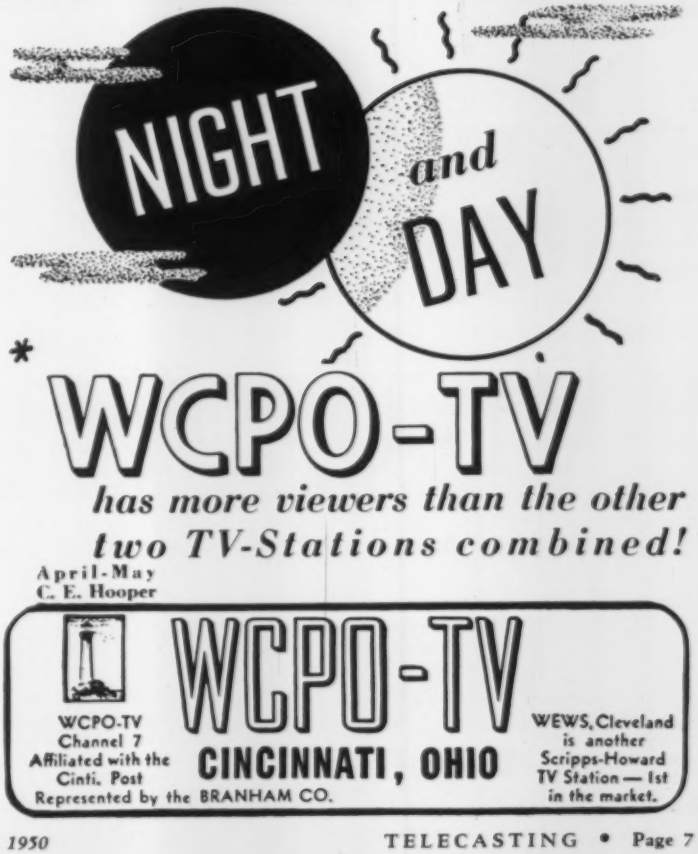
Mr. Young advised that if necessary the small independent agency should charge clients bigger fees; that they should not render "cheap" service. "Get paid for what you are worth," he said, cautioning that quality is what the client demands.

Besides FAAG inter-agency cooperation and expansion, closed clinic session subjects included new horizons for advertising, products, methods and other fields of merchandising. Henry Mayers, president of the Mayers Co., Los Angeles, presided as moderator. Thayer Newman, outgoing president, and head of Newman, Lynde & Assoc., Jacksonville, presided over business sessions.

Mr. Mayers was elected FAAG president for the coming year, with Parker Holden, of Holden, Clifford & Flint, Detroit, vice president, and Gene Curtis of Patch & Curtis Adv., Long Beach, secretary-treasurer.

Nashville Preview

PREVIEW of television—scheduled to make its formal debut in Nashville about Sept. 20 with the start of telecasting by WSM-TV—was presented in the city last Thursday by executives of RCA Victor and Keith-Simmons Co. (local RCA Victor distributor). More than 400 civic leaders, dealers and salespeople attended the preview which originated at a specially constructed studio in the Maxwell House and was sent by direct wire to an array of new RCA television sets in the hotel's ballroom. The local talent program was held in conjunction with the first showing of RCA TV receivers in the area.



Station KRLD TV DALLAS

Serves THE LARGEST TELEVISION MARKET . . Southwest DALLAS FT. WORTH

Combined Population DALLAS and TARRANT COUNTIES . . . 920,500

NOW there are 59,385 Television Homes in KRLD-TV's Effective Coverage Area

The CBS Station for DALLAS and FORT WORTH this is why KRLD AM-FM-TV Channel 4 is your best buy

The TIMES HERALD Station
National Representatives
THE BRANHAM COMPANY

telestatus

Rorabaugh Reports on Advertising

(Report 120)

TELEVISION gained 455 advertisers between April and May, bringing the total for the latter month to an all time high of 3,795. Five advertisers were added to the network ranks while an additional 72 entered the spot field. May totals were brought to 99, network, and 678, spot. There were 3,018 local advertisers, a gain of 378 over April.

These figures are based on the *Rorabaugh Report on Television Advertising*, released last week by the N. C. Rorabaugh Co. Network figures are for the entire month and are obtained direct from the networks. Spot and local figures cover the week of May 7-13 and include 98 of the then operating 104 stations.

ABC-TV had 17 accounts during May with a like number of shows. (The sponsor of any given program is considered to be an "account." An advertiser who sponsors two shows is counted as two accounts.) On CBS-TV there were 46 accounts with 38 shows. The network had 43 different advertisers in May. There were 11 accounts active on the DuMont Television Network, backing 11 shows. NBC-TV had 46 accounts in May. There were 42 different advertisers who back 46 shows.

In point of number of stations used for any one show, Rorabaugh reports Philco Corp. as the leading network advertiser in May. The firm placed *Philco TV Playhouse* for an hour Sunday night on 59 NBC-TV stations through Hutchins Adv., New York. Joe Lowe Corp. joined the network ranks with *Popsicle Parade of Stars* on 57 stations of CBS-TV. In number of stations used this was the largest network account to be added between April and May. The quarter-hour, weekly show is handled by Blaine-Thompson, New York.

In the spot field, Bulova Watch Co. was the leading advertiser in number of stations used on any one schedule, Rorabaugh reports. The firm placed business on 67 stations through Biow Co., New York. Most of the activity in the spot field was confined to accounts using relatively few stations. Largest new account reported was the New York State Dept. of Commerce which placed business on nine stations through BBDO, New York.

Of the 98 stations covered by the May Rorabaugh report, 38 had total accounts over 100. Seven stations had over 150 accounts.

Household Furnishings, Equipment & Supplies advertisers be-

(Continued on Telecasting p. 11)

NUMBER OF ADVERTISERS BY PRODUCT GROUPS

	Network	Spot	Local	Total
1. Agriculture & Farming	—	8	8	16
2. Apparel, Footwear & Access.	5	31	150	186
3. Automotive, Automotive Equip. & Access.	9	13	314	336
4. Beer & Wine	4	117	29	150
5. Building Materials, Equip. & Fixtures	—	11	102	113
6. Confectionery & Soft Drinks	12	60	77	149
7. Consumer Services	—	7	216	223
8 Construction & Contractors	—	—	30	30
9. Drugs & Remedies	3	13	19	35
10. Entertainment & Amusements	—	2	57	59
11. Food & Food Products	16	167	439	622
12. Gasoline, Lubricants & Other Fuels	5	19	48	72
13. Horticulture	1	—	25	26
14. Household Furnishings, Equip. & Supplies	8	71	592	671
15. Industrial Materials	—	1	16	17
16. Insurance, Banking & Real Estate	1	5	142	148
17. Jewelry, Optical Goods & Cameras	3	15	65	83
18. Office Equipment & Supplies	—	5	17	22
19. Publishing & Media	1	8	39	48
20. Radios, TV Sets, Phonographs, Musical Instruments & Access.	9	19	299	327
21. Retail Stores & Shops	—	1	180	181
22. Smoking Materials	8	19	6	33
23. Soaps, Cleansers & Polishers	5	31	14	50
24. Sporting Goods & Toys	—	3	32	35
25. Toiletries	7	28	9	44
26. Transportation, Travel & Resorts	—	11	17	28
27. Miscellaneous	2	13	76	91
TOTAL	99	678	3,018	3,795

Weekly Television Summary—July 17, 1950, TELECASTING Survey

City	Outlets On Air	Number Sets
Albuquerque	KOB-TV	3,350
Ames	WOI-TV	11,453
Atlanta	WAGA-TV, WSB-TV	49,263
Baltimore	WAAM, WBAL-TV, WMAR-TV	172,820
Binghamton	WNBF-TV	15,200
Birmingham	WAFM-TV, WBRC-TV	15,000
Bloomington	WTTV	6,050
Boston	WBZ-TV, WNAC-TV	390,762
Buffalo	WBEN-TV	101,678
Charlotte	WBTV	17,331
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	519,086
Cincinnati	WCPO-TV, WKRC-TV, WLWT	136,000
Cleveland	WEWS, WNBK, WXEL	244,788
Columbus	WBNS-TV, WLWC, WTVN	74,000
Dallas, Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	59,385
Davenport	WOC-TV	14,130
Quad Cities	Include Davenport, Moline, Rock Island, East Moline	
Dayton	WHIO-TV, WLWD	71,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	265,000
Erie	WICU	36,050
Ft. Worth-Dallas	WBAP-TV, KRLD, WFAA-TV	59,385
Grand Rapids	WLAV-TV	35,337
Greensboro	WFMY-TV	13,235
Houston	KPRC-TV	27,734
Huntington-Charleston	WSAZ-TV	13,679
Indianapolis	WFBM-TV	55,000
Jacksonville	WMBR-TV	10,500
Johnstown	WJAC-TV	24,200
Kalamazoo-Battle Creek	WKZO-TV	31,024
Kansas City	WDAF-TV	35,793
Lancaster*	WGAL-TV	51,159
Lansing	WJIM-TV	28,500
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH, KTLA, KTSL, KTTV	596,673
Louisville	WAVE-TV, WHAS-TV	34,105
Memphis	WMCT	40,620
Miami	WTVJ	29,200
Milwaukee	WTMJ-TV	119,044
Minn.-St. Paul	KSTP-TV, WTCN-TV	100,301
Nashville	.....	200
New Haven	WNHC-TV	81,800
New Orleans	WDSU-TV	27,777
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	1,435,000
Newark	WATV	Inc. in N. Y. estimate
Norfolk	WTAR-TV	21,620
Oklahoma City	WKY-TV	30,225
Omaha	KMTV, WOW-TV	24,711
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	517,000
Phoenix	KPHO-TV	10,800
Pittsburgh	WDTV	108,000
Portland, Ore.	.....	940
Providence	WJAR-TV	62,140
Richmond	WTVR	37,697
Rochester	WHAM-TV	44,060
Rock Island	WHBF-TV	14,130
Quad Cities	Include Davenport, Moline, Rock Island, East Moline	
Salt Lake City	KDYL-TV, KSL-TV	19,800
San Antonio	KEYL-TV, WOAI-TV	19,886
San Diego	KFMB-TV	43,108
San Francisco	KGO-TV, KPIX, KRON-TV	60,299
Schenectady Albany-Troy	WRGB	87,000
Seattle	KING-TV	30,398
St. Louis	KSD-TV	140,500
Syracuse	WHEN, WSYR-TV	47,474
Toledo	WSPD-TV	49,000
Tulsa	KOTV	29,264
Utica-Rome	WKTV	16,500
Washington	WMAL-TV, WNBW, WOIC, WTTG	143,000
Wilmington	WDEL-TV	37,851

* Lancaster and contiguous areas. Total Markets on Air 62 Stations on Air 106 Sets in Use 6,574,538

Editor's Note: Source of set estimates are based on data available from dealers, distributors, TV Circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas necessarily approximate.

XUM

THE TROLLEY STRIKE HAS ENDED AND...

NEARLY EVERYONE in video knows the background.

During Atlanta's recent 37-day transit strike, the South's largest department store turned to WSB-TV as a means of serving its many patrons.

Telecasting directly from an improvised studio in the store, Rich's personnel and WSB-TV staffers modeled, demonstrated and displayed merchandise for strike-bound shoppers.

And like most everything else Rich's does—the customers loved it!

Telephones jangled. Incoming trunklines jammed. Results were apparent. Said a store executive: *"We sold something of everything we displayed on television. We are pleased with what we have seen already."*

* * *

AND SO IT IS that a programming idea which originally was conceived as an emergency measure is now blazing a trail for both retail business and for television.

For now, high above Forsyth Street in its fabulous "BRIDGE BUILDING," this great store has allocated 2,400 square feet of tremendously valuable display space to a permanent television studio. It is equipped and manned by WSB-TV.

Rich's telecasts — a solid hour a day, five days a week — continue indefinitely, on WSB-TV.

Once again it has been proved that when seen through "The Eyes of the South" — television is *sellovision!*

wsb-tv

ON PEACHTREE STREET
ATLANTA
Represented by Edw. Petry & Co., Inc.

THE CRACKERS HAVE A WELCOME MAT FOR TV

Atlanta Attendance Soars With Video Promotion

ATLANTA's television and baseball fans are proving that game telecasts, rather than bringing death to the sport, can lead to record-breaking attendance.

The Georgia city has never seen such an outpouring of fans. Attendance at Crackers games is leading the league, reflecting a crowd-building campaign inspired and executed by television. Baseball is being telecast with profit to all concerned, providing the story TV's critics have insisted nobody could ever write.

This story of the crowds that TV builds had its start last spring when Earl Mann, Cracker president, and J. C. Brown, Philco distributor, signed an exclusive TV contract with WAGA-TV, Fort Industry station in Atlanta. Pessimists began to predict dire results, and other baseball clubs joined in the hue.

Actually, their predictions were borne out in the early part of the season as attendance took a terrific slump. Several afflictions developed, including bad weather, poor opposition from visiting clubs, a lukewarm press and above all a transit strike.

Become Sports Minded

All the time, televiewers were watching the games in Atlanta, only city in the Southern Assn. to telecast baseball. Wives who had waved their husbands off to the ballpark started watching the games themselves, on the screen. Girls who didn't know a ball from a strike started getting excited, and getting a sports education at the same time.

Now they know the players' names, batting averages and personal histories. They've seen their families on pre-game interviews.

Director James E. Bailey and Manager George Storer Jr., of WAGA-TV, called in Mr. Mann and his associates as stories appeared in newspapers that the TV contract might be cancelled. The facts were laid on the table, with the Cracker president pledging cooperation right down the line.

And then the counter attack began, led by Sportscaster Jim Woods. A "Boost the Crackers" campaign was started. Thousands of "television appreciation" books were printed. A book of five tickets sold for $5.50; 10 for $11. They are good for any game at Ponce de Leon Park, either regular season or playoff contests.

Sportscaster Woods told the story on AM and TV, urging fans to show their appreciation of the telecasts by bringing the family once a week to the ball park.

As a result, Atlanta fans are buying books by the thousands.

Playing 43 games at home, Atlanta has a total attendance of 241,455. Birmingham, in second place, has drawn 209,168 to 39 games.

Attendance Record Set

A three-day series between Atlanta and Birmingham—first and second place clubs, respectively—drew 12,960 on July 2, 14,421 on July 3 and 10,006 on July 4, a total of 37,387 for three games. No club in the league has been able to boast a 6,000 average attendance.

The Ladies Night games have been retained, but as the season continues more and more women are appearing in the regular crowds, rabid fans spawned in the living room watching baseball telecasts.

According to WAGA-TV, the city's newspapers have devoted less space to Cracker baseball coverage than in years past. The station credits printed stories about possibility of the TV contract being cancelled with stirring a reaction stronger and hotter than anyone expected.

Obviously an all-important factor is the hard-driving league-leading Cracker team with its penchant for pulling games out of the fire in the ninth inning.

But television and radio, in a direct counter attack, are proving in Atlanta that TV can build crowds.

"It takes some practical planning and work," said Mr. Bailey. "And it takes some showmanship. But the shortsighted souls who sell television short on this question of sports coverage today are going to live to regret it in the years just ahead."

WAAM(TV)'s Card

ANOTHER innovation in telecasting is offered by WAAM (TV) Baltimore, which last Thursday received approval of the South Atlantic AAU to promote a seven-bout amateur card direct from the station studios. Fights, scheduled to be held tonight (July 17), will be sponsored by the Globe Brewing Co. of Baltimore. Agency is Joseph Katz Co., same city.

PCC FOOTBALL

Hoffman Gets TV Rights

HOFFMAN Radio Corp. has signed to telecast all Pacific Coast Conference football games in the West Coast's three TV centers—Los Angeles, San Francisco and Seattle. The deal was reported to involve approximately $350,000.

Hoffman signed for the games less than 24 hours after athletic directors of the PCC schools met in San Francisco to set terms under which they would sell their games. At the recent PCC annual meeting in Vancouver, B. C., the conference had adopted an "all or none" policy, holding that all games in the three cities must be sponsored and paid for or no game rights in any of the cities would be let. The conference also demanded a guarantee against attendance loss.

The San Francisco meeting established the "expected" attendance figures for each of the 1950 Conference games.

Nine western colleges and universities are involved in the deal. Financial dividing of the TV payments will be agreed upon by the schools involved.

There was no indication by the week's end which station in Seattle or San Francisco might have the games in those areas. But in Los Angeles H. L. Hoffman, president of the radio company, announced home games of UCLA and USC would be telecast by KTTV, the CBS-*Los Angeles Times* station. This decision was reached at a meeting of officials of the *Times*, KTTV and the Hoffman company in Balboa, Calif. No details were announced.

Following the meeting, the *Times* reported KTTV was not receiving a fee for its air time and would telecast the games as a public service.

RESOLUTION calling for establishment of system of voluntary program standards and control of TV for protection of youthful audience, brought to attention of industry by County of Los Angeles Youth Committee.

KTSL GETS CP

Only TV Grant Since Freeze

CONSTRUCTION PERMIT for KTSL (TV), Don Lee Broadcasting System's experimental TV station operated commercially on Channel 2 in Los Angeles, was granted by FCC last week as the first and only TV grant since it instituted the "freeze."

Don Lee had petitioned FCC June 26 for a grant of its Los Angeles TV application modification [TELECASTING, July 3] which had been held up by Don Lee's recently approved bids for station renewals. The modification specifically requested was change of transmitter site from Mt. Lee to Mt. Wilson, from which other Los Angeles stations operate.

In a letter to Thomas Lee Enterprises Inc., operator of Don Lee Broadcasting System, FCC rejected the petition for modification of CP on grounds that Don Lee's application for extension of the CP, issued before the war, has been dismissed by the Commission in orders issued in February and September 1946, respectively.

KTSL had contended in its petition that with its AM and FM renewal applications already granted, nothing stood in the way of the modification request that had been filed in 1946.

'Freeze' Problem

It also argued that the application is exempt from FCC's current TV freeze under the terms of the freeze order itself. However, the FCC wrote:

"Treating your petition as a request to grant an immediate construction permit on Mt. Wilson the Commission is of the opinion that the 'freeze' policy . . . is a bar to favorable action on your application. However . . . since you have been operating a television station from Mt. Lee since 1939 . . . on a full commercial basis pursuant to an STA since May 1948—prior to the institution of the 'freeze'—it would not be inconsistent with the 'freeze' policy to grant a regular construction permit for a commercial television station at the present location with the present power and antenna height of your experimental television station on Mt. Lee . . .

FCC said Thursday it would grant an application for modification of permit conditioned on Don Lee's filing with the Commission such a request specifying the present location, power and antenna height of KTSL's site on Mt. Lee.

KTSL and the other Don Lee properties are currently up for sale with action on pending bids delayed.

ALL STAR baseball game seen on WAVE-TV Louisville by relay from Cincinnati for reported first viewing of classic there.

Telestatus

(Continued from Telecasting p. 8)

came the leading user of television in May (see table). With 671 different advertisers active, there were eight network, 71 spot and 592 local accounts placing TV business. Food and Food Product advertisers, which had dominated the picture in April [BROADCASTING, June 12], had 622 accounts. This classification dominated both the network and spot fields with 16 and 167 advertisers respectively.

* * *

Family Characteristics Of TV Homes Studied

TV FAMILIES are larger than non-TV families at this point, according to a Videodex survey for Jay & Graham Organization, Chicago, conducted by the firm's research chief, Charles Callard.

In New York and Chicago, for example, there are 3.8 persons in the television family, 3.3 in the non-TV household. Mr. Callard, however, reports that more small families have been buying video receivers since December.

He points out that in a survey of Chicago and New York homes, it was found that the average television home has more than twice the number of children under 12 years as the non-TV home—92 per 100 for the former and 44 per 100 for the latter. And, he says, more than 50% of the families buying TV sets before 1949 had no children under 12.

Estimated family characteristics were based on a random sample of set purchasers within a 50-mile radius of each city.

* * *

Texaco Tops Video Commercials in L. A.

TEXACO commercials topped the list of "best liked" television commercials for the sixth consecutive month according to June Tele-Que survey of Coffin, Cooper & Clay Inc., Los Angeles. Survey covered 523 television homes in the Los Angeles area during the first week in June by diaries. Next four rating commercials according to the survey were those of Lucky Strike, Ford, Log Cabin Bread and Ballantine.

TV Camera at Korea

ON-THE-SPOT coverage of the Korean battle will be obtained for syndicated television film series by KTTV (TV) Hollywood, which dispatched motion picture news reel cameraman, Charles J. De Soria, to Korea over the July 8 weekend. Station claims the cameraman is the first television newsman to be accredited in the battle area. Stations already signed to run the series include: WPIX (TV) New York, WGN-TV Chicago, WWJ-TV Detroit and WCON-TV Atlanta.

GOOD HUMOR is passed around in liberal doses at this contract signing that marks sponsorship by Globe Bottling Co., Los Angeles (Wilshire Club Beverages), of the new Nils T. Granlund *Hollywood Road to Fame* show (Friday, 7-8 p.m.) on KTSL (TV) Hollywood. L to r are Mr. Granlund; Leo Kanner, Globe sales manager; John Reynolds, Don Lee account executive; Don Breyer, vice president and manager, Brisacher, Wheeler & Staff, Hollywood office (Globe agency), and Abe Kanner (seated), president of the bottling company.

TV-RADIO USE

WCBS Studies N. Y. Trend

ACCORDING to a WCBS New York analysis of Pulse Inc. surveys for the first four months of 1950, New York radio listening not only has increased in general set usage, but also has gone up in homes with television.

Surveying the hours from 4 to 11 p.m., Pulse reports indicate that although television sets-in-use mounted from an average of 10.3% in January to 15.7% in April 1950, radio sets, with far greater previous usage, also increased from 27.1% to 31.3% for the same months. Since almost total radio "saturation" had already been reached in the New York area (97% of all families owning one or more radios), this gain was achieved without great increase in the base number of radio-equipped homes, while television saw a 16% gain in base homes.

In regard to radio listening in television homes, the April report showed that 20.8% of family listening-viewing expendable time between 4 p.m. and 11 p.m. is devoted to radio, an increase over the January figure of 19.2%. This substantiates the fact that length of time television ownership results in greater radio listening, WCBS pointed out. Pulse also demonstrates that duplicate tuning has risen from January to April, until in an average hour during "television hours, one out of every six homes using a television set was also using a radio set."

The report points out finally that this study is based on television's strongest hours; while the morning hours are still attracting less than 1% to television.

TVA Talks in L. A.

CONTINUING Television Authority-Screen Actors Guild dispute on the latter's home ground, George Heller, executive secretary, TVA, is now in Los Angeles for several weeks for meetings with TVA executives and membership as well as executives of other television groups.

TV'S VICTIMS

Slump in Movies, Sports

TELEVISION set owners attend fewer movies and sports events after purchase of a video set, according to a survey seeking to determine how TV has modified family activities and practices. Directed by Dr. Edward C. McDonagh, associated professor of sociology, U. of Southern California, Los Angeles, the survey covered 800 television and non-television homes, or one-fifth of the population in an unrevealed Southern California community.

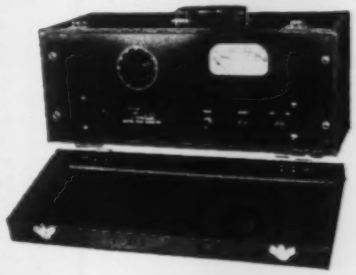
Survey disclosed three-fourths of the set owners attend fewer movies; half, fewer sports events. It further reported two-thirds less reading and half as much talking by set owners, even though they are at home more often and have more visitors. All TV set owners do less pleasure driving, according to the report. Dr. McDonagh pointed out that in the telecasting of sports, mass observation of athletic contests is being supplanted by watching contests in individual homes. He also showed that families with more children are more likely to have television.

Survey was carried out by USC graduate students in sociology who did the interviewing. A wide range of occupations was represented by those interviewed, although they all proved to be almost perfectly matched in education and age.

NOW! Synchronous Recording

WITH YOUR PRESENT TAPE RECORDER

Here's good news! The new Fairchild Control Track Generator makes possible picture synchronous sound-track recording with any tape recorder with response good to 14KC. Here's how! This new Fairchild instrument superimposes a high frequency signal on magnetic tape simultaneously with the sound track. This signal becomes the tape speed control when played back on a Fairchild Pic-Sync Tape Recorder. No extra heads or modifications to presently owned tape recorders are required.



This compact unit comes in a small carrying case—for on-location work —and may be removed for rack mounting. FR-117

WRITE FOR FULL ENGINEERING DATA TODAY

Fairchild

RECORDING EQUIPMENT CORPORATION

154TH STREET AND 7TH AVENUE WHITESTONE, L. I., N. Y.

Color Replies Filed

(Continued from Telecasting p. 2)

since CBS' alleged advantages from the standpoint of simplicity, registration and color fidelity all are based on use of the color disc receiver. RCA indicated the development and public acceptance of larger tube sizes as well as practical defects of the CBS color disc unit finally forced CBS to "resurect its projection set" and become the last proponent to show an all-electronic receiver on the record.

RCA asserted that CBS "looked to electronics only after it became convinced it could not put over a mechanical system."

The summary of findings in the CBS brief, RCA said, were used by Columbia "for a bitter personal attack on the integrity of RCA executives and engineers," including Brig. Gen. David Sarnoff, board chairman; Dr. E. W. Engstrom, vice president in charge of research, RCA Labs. Division, and Dr. George H. Brown, RCA Labs. research engineer. It noted that during the hearing CBS testimony conflicted on whether Columbia was attacking the credibility of RCA witnesses while the CBS brief charged that in respect to color TV the testimony of RCA executives and engineers could not be relied upon.

Said Self-Contradictory

Concerning the proposed findings of Paramount-Chromatic Television, RCA said the "most remarkable aspect of this document is its bland self-contradictions both on a policy level and on a fact level." It said PTP-CTL, after correctly concluding good color TV is possible in 6 mc and interference conditions are identical with those in monochrome, incorrectly assumed color should be delayed on grounds the immediate availability of color sets at low prices has not been satisfied in the record.

RCA attacked the PTP-CTL alternate plan to restrict color to the UHF alone, pointing out more than 100 stations now operating in the VHF could transmit color immediately without modification while not a single commercial station is operating in the UHF. Assignment of UHF color channel to each VHF broadcaster also was hit as impractical allocation-wise and economically. Adoption of this PTP-CTL alternate proposal still means holding color off for two or three years, RCA said.

It also criticized the companies' citation of only unfavorable RCA evidence while citing only favorable CBS evidence, which it termed "hardly a fair weighing of the record."

CBS' reply asserted the findings of the other proponents "does not alter, but in fact confirms, the proposed findings and conclusions" previously filed by CBS. Columbia charged the other proponents "utterly ignored evidence inconsistent with their claims" while CBS discussed all the "major relevant evidence" on each issue specified in FCC's May 10 notice concerning proposed findings [TELECASTING, May 15].

The reply charged RCA's proposed findings not only violate FCC's May 10 notice "but are on their face clearly self-contradictory, incomplete and superficial." CBS alleged RCA "wholly ignored" basic items of Commission notices during its direct testimony last fall and now in proposed findings "RCA has completed the pattern of its cavalier treatment of the Commission itself, of color, and of the issues before the Commission. It has persisted to the last in its attempt to prevail and to forestall CBS color by such casual treatment of the issues" and FCC's instructions.

It criticized RCA's limited treatment of dot structure and dot crawl in the RCA system, both in color reception and monochrome, even though "a great number of witnesses, many of them otherwise favorable to RCA, testified to its presence." CBS further noted "there was almost universal agreement that standard monochrome reception on RCA color receivers was fatally marred by color contamination" while "RCA's 'findings' steadfastly ignore this overwhelming evidence and conclude that there has been and is no problem, citing only Drs. Brown and Engstrom—whose testimony does not even support the finding."

"Oscillator radiation and other in-channel interference present grave problems in respect of the RCA system," CBS stated, observing that "RCA's 'findings' would never disclose the existence even of the careful analyses of the FCC's own Laboratory Division."

Columbia said RCA's statement that one of the three basic facts in respect of oscillator radiation is that "the problem is not peculiar to color television' is a typical example of RCA's disingenuous and thoroughly misleading half-truths. 'Findings' such as these can be expected to lead to future freezes," it declared.

RCA Citations Hit

CBS charged that in many instances the few citations of record in the RCA findings "refer only to the unsupported and often identical bare conclusions of RCA's own witnesses — even when the findings state that there has been 'demonstration' of the fact claimed." Columbia said the RCA claims involved color fidelity of the RCA tri-color tube, RCA picture texture, apparatus to eliminate dot structure, RCA ability to transmit 'full color' over 2.7 mc coaxial cable, overall picture quality of monochrome reception from RCA color transmissions and reception of monochrome transmissions on RCA tri-color tube receivers, and RCA convertibility.

In a brief two-paragraph discussion, CBS found CTI's findings "somewhat more candid than RCA and certainly more accurate in their citations," but subject to the same "basic and fatal defect as RCA's document in their almost exclusive reliance on CTI's own witnesses and in their wholly ignoring all adverse testimony." It already is "clear enough that CTI is faced with a multitude of grave problems the solution of which is exceedingly uncertain at best," CBS added.

The Paramount proposals "are by no means clear," the CBS reply charged, and in any event in some respects are "so novel, radical and on their face apparently unnecessary or impractical that at this late date they cannot be evaluated." CBS said nevertheless "it is important to note that Paramount does conclude, in general, that the field sequential system is the only satisfactory system permitting of adoption of standards now." Columbia asserted Paramount "in effect, supports the CBS system."

Inferences of Delay

Columbia contended the failure of RMA, Philco and DuMont to file proposed findings infers these three parties "are willing to advocate delay for its own sake, and for their own economic reasons."

CTI explained the "preliminary problem" all of the proposed systems have attempted to solve "has been to make the best possible compromise between the amount of detail shown and flicker" with each system compromising in a different way. "Being a compromise, no such system is perfect, despite the Columbia and RCA inferences to the contrary," CTI held, pointing out that "each system shows, under certain conditions, perceptible flicker, color breakup, color fringing, or some other disadvantage which the user must tolerate in exchange for other real or imagined advantages."

"The two fatal defects of the CBS proposal—unquestionable incompatibility and incurable picture degradation—are screened behind a weighty mass of argument and citation," CTI asserted, "calculated both to minimize these insurmountable defects . . . and to urge upon the Commission the horrendous results which CBS claims would result from a bold and unequivocal adherence to compatibility." CTI charged CBS findings are a "document of great tonnage in which the really basic issues are carefully avoided."

RCA's objective in dot sampling—to compress dots of all three colors into a screen area only slightly greater than the smallest detail transmissible in standard monochrome—was considered by CTI as requiring "an operational precision too great to expect in everyday practice." Reviewing further technical aspects of the RCA system, CTI concluded the equipment to be required, however simplified, "will necessitate, for normal operation, a degree of precision that cannot be expected outside of the laboratory apart from highly skilled and trained operators."

The joint reply by Paramount and Chromatic renewed their request that the Commission give consideration to encouragement of new discoveries, hold final standards in abeyance for a year and then test such proposals against a high standard of values, or otherwise "postpone a final decision until such time as new developments are given the opportunity to meet some of the present limitations of all the proposed systems." As an alternative, PTP-CTL urged again the adoption of a decision which would require all color development exclusively in the UHF, using the modified CBS-type field sequential standards.

Said Infirmities Conceded

PTP-CTL asserted "all parties concede the infirmities of their present systems and rely upon new developments and refinements to overcome present limitations." The reply reiterated PTP-CTL's earlier conclusion that "developments are now in process which give promise of overcoming acknowledged limitations of the existing proposals. In addition to better phosphors and the prospect of simultaneous transmission there is also in the process of development a direct view tube of less complex and cost design which gives promise of satisfactory performance from a brightness standpoint." This tube is the one which Chromatic is sponsoring.

The bulk of the PTP-CTL reply was devoted to a highlight comparison of the CBS, CTI and RCA proposed findings in five areas in which PTP-CTL earlier drew conclusions. These were: Good color TV can be obtained in a 6-mc channel; interference conditions are similar for color as for monochrome; demonstrations fail to show receiving apparatus ready for public distribution at low cost; none of the three systems is truly compatible with TV's long-term future; and future technical developments give promise of permanent and better solutions.

Te-Ve

Drawn for TELECASTING by John Ziegler

"Te-Ve, I'd like you to meet my family: Faye Emerson, Hopalong Cassidy and Arthur Godfrey!"

KELLEHER NAMED

Fills Film Sales Po

APPOINTMENT of Thomas Kelleher as eastern TV sales representative of Official Films Inc. New York, was announced last week by Alex Rosenmann, executive vice president.

Mr. Kelleher was formerly eastern sales manager for Harry Jacobs Radio Productions, and was affiliated earlier with the International Recording Co., WOR New York recording studios, and Wor Broadcasting.

DuMont Labs Earnings

EARNINGS of Allen B. DuMont Labs for the first 24 weeks of 19 are estimated at $2.7 million, instead of $2.37 million as reported in BROADCASTING, July 3. The corrected figure was included in DuMont's report at the annual stockholders' meeting and election of officers June 28.

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AD COUNCIL

Plans Fall TV Allocation

A TV ALLOCATION plan, paralleling the eight-year-old radio allocation plan, will be instituted this fall by the Advertising Council, Howard J. Morgens, vice president in charge of advertising for Procter & Gamble Co., chairman of the Council's Radio-Television Committee, announced Thursday.

Only live TV programs will be included in the allocation plan for the present, Mr. Morgens said, explaining that the council will ask weekly TV programs to include a message for one of its public service campaigns once every six weeks, with three-a-week TV shows being asked to use such messages every third week. The council will allocate the messages so that no campaign gets more than its fair share of the TV promotion, he said. TV advertisers and broadcasters already have assured the council of their full cooperation, which they have always given the radio plan, both in commercial and sustaining time, he reported.

A council board meeting preceding the news conference voted the immediate reactivation of the Armed Forces prestige campaign, which was discontinued in May, with special emphasis on recruiting, it was announced. This campaign would back up the paid recruiting advertising campaigns of the Armed Forces, a Council spokesman said.

Council board Radio-TV Committee, in addition to Chairman Morgens, includes: William B. Baker Jr., president, Benton & Bowles; Theodore L. Bates, partner, Ted Bates Co.; Lee H. Bristol, president, Bristol-Myers Co.; Niles Trammell, NBC board chairman, and Mark Woods, ABC vice chairman.

GUNTHER Sport Show on WAAM (TV) Baltimore cited by Veterans Administration for "so generously extending their time and effort on behalf of aiding handicapped veterans secure suitable positions. . . ." Sponsor is Gunther Brewing Co., Baltimore, and agency is Ruthrauff & Ryan.

Hudson Hits Record

LARGEST number of sales for May in the history of Hudson Sales Corp. in the Los Angeles area was reported as a direct result of television use. Last February, Hudson experimenting with TV, sponsored *Hudson Western Caravan* on WNBH (TV) Los Angeles and KFMB-TV San Diego, starting the sales curve upward. May clincher was an exclusive TV campaign promoting Hudson's family air vacation factory delivery plan. Following the first commercial, dealers reported increased floor traffic and tremendous increase in sales.

CONSIDERING a "take" during Sarra Inc. shooting of video commercials for Cribben & Sexton's Universal Gas Ranges through Christiansen Advertising, Chicago, are (l to r): Front, Harry W. Lange, Sarra production manager; John J. Brandt, sales promotion manager, and Harold Jalass, vice president, Cribben & Sexton, Chicago; standing, Carl Potter, agency account executive, and Joseph G. Betzer, Sarra's director of film planning.

INS MUSIC FILM

Signs With All Nations Firm

ENTRANCE of International News Service into the TV musical film field came last week with announcement of a contract between International News Photos (INS photographic affiliate) and the All Nations Producing Corp. INP, which hitherto confined itself to newsreel, sports and special event services, signed a long-term agreement to distribute exclusively musical films produced by the All Nations Producing Corp.

Films will feature the symphonic classics and will be prepared under the direction of Maestro Jacques Rachmilovich, founder of the Santa Monica Symphony Orchestra, and others. Filming will be done in color, as well as black and white. Already filmed and soon to be ready for auditioning are compositions by Rossini, Tchaikowsky, Chopin, Weber, Bizet and others.

PHILCO TV BOOM

Firm Notes All-Time Peak

ORDERS for new Philco television receivers indicate a volume five times greater than last year, Fred D. Ogilby, vice president, television and radio division, said last week. An all-time peak volume was noted in both units and dollars.

Pointing to the Philco convention held in Atlantic City a few weeks ago, Mr. Ogilby said "the enthusiastic response by distributors and dealers to our 1951 line . . . means that we are well on our way to our goal of producing and selling over a million television sets this year."

ROBERT HUTTON

Heads Petry TV Promotion

ROBERT L. HUTTON Jr., for the past five years in the advertising and sales promotion department of Crowell-Collier Publishing Co., most recently as acting promotion manager of *Woman's Home Companion*, will join Edward Petry & Co. early in August as manager of TV promotion, Keith Kiggins, director of the firm's TV department, announced last week.

After several years with BBDO, New York, Mr. Hutton entered radio in 1938 as publicity and promotion manager of WCCO Minneapolis. He left that CBS O&O station in 1941 to return to New York as promotion manager of NBC's owned stations in that city, Red Network's WEAF (now WMBC) and Blue Network's WJZ. During the war he served with OFF and OWI.

WNBQ (TV) RATE RISE

In Effect Next Month

INCREASED TV circulation in Chicago is the reason for higher local rates which will be put into effect next month by WNBQ (TV), NBC O & O station there. Hourly rate will go from $750 to $1,000, with cost for a one-minute spot and chainbreak moving from $125 to $200. It is understood program rates will be guaranteed for six months, spots for three.

WNBQ altered its rate structure Jan. 16, offering six-month protection for sponsors. A similar hike in time costs is expected to take place at other NBC O & O stations. New network TV rates on rate card No. 3 were issued early this month.

WCBS FILMS

Signs With Official Films

A $100,000 CONTRACT between CBS and Official Films Inc., in New York, for 1,000 three-minute musical films for telecasting over WCBS-TV New York during the coming year was revealed last week, in papers filed with the Securities and Exchange Commission.

Delivery of at least 20 films per week for a period of one year, beginning last July 1, is provided. If CBS fails to earn back its investment, there is provision for a three-months extension of the arrangement without further cost to CBS.

The contract specifies delivery of 16mm black-and-white composite release prints. CBS agrees to pay the additional cost if 35mm prints are desired.

According to SEC files, Official Films Inc., had 438,770 shares of Class A stock, and 413,770 shares of Class B stock, outstanding as of July 1, 1950. Edward R. Murrow, a director of CBS, is listed as owner of 11,822 Class A shares. Rita K. Levy, wife of Isaac Levy, another CBS director, is accredited with 118,220 shares of Class B stock; Leon Levy, also a CBS director, and Robert P. Levy each with 59,110 Class B shares. Edward Wallerstein, president of Columbia Records, is listed as owner of 5,911 Class B shares.

Mr. Wallerstein, Isaac Levy, Leon Levy and Mr. Murrow are members of the board of directors of Official Films Inc.

Biggest Summer Show in Midwest TV...

"GET ON THE LINE"

Seven nights a week, viewers in the WLW-Television 3-station area are drawn to their sets by the prospect of winning the gigantic jackpot of over $1,000.00 in wanted merchandise — awarded for identifying a tune. This terrific show for summer selling still has a few participating sponsorships available — all in Class "A" time periods.

WLW-TELEVISION

WLW-T CHANNEL 4 CINCINNATI
WLW-D CHANNEL 5 DAYTON
WLW-C CHANNEL 3 COLUMBUS

Crosley Broadcasting Corporation

THOR SHOWINGS

Planned on Television

TV DEMONSTRATIONS may be used by Thor Corp., Chicago, to teach owners of its Gladirons how to use the iron correctly. Thor is the second Chicago firm to consider telecasting demonstrations—the first was the Sampson Co., which sponsored four half-hour telecasts for dealers recently.

Thor, which maintains general offices and plant headquarters in Chicago, mailed more than 5,000 postcards to known owners of Gladirons in the area early this month. Answers to six questions will be tabulated within a fortnight, and Thor will follow through on its TV scheme if response warrants. Telecasts, in addition to instructing owners, would be designed also to attract potential customers. Thor is considering sponsorship of commercials, participations and 15-minute or half-hour shows. If successful in the Chicago area, the proposed test might be expanded nationally.

Questions asked in the card survey: Do you own or have access to a television set? Would you be interested in seeing special Gladiron demonstrations over television? What time of day would be most convenient and desirable for you? Please list any items which you would particularly like to see ironed. Would you be inclined to invite some friends in to see such a Gladiron demonstration? About how many friends do you think might be interested?

MONTREAL TV

Transmitter Opening Blocked

PLANS for early opening of a TV transmitter at Montreal were stopped by the provincial government on July 7, when provincial Premier Maurice Duplessis stated that the government would block plans until the federal government allows a provincial broadcasting service. The TV transmitter was to be built on top of Mount Royal, the mountain in the center of Montreal, where automobiles are banned and to which special municipal building restrictions apply.

Mr. Duplessis said any decision by Montreal authorities for a TV transmitter on top of Mount Royal would have to be confirmed by the provincial government. In 1945 the Quebec government set aside $5 million for a provincial broadcasting system as the latest attempt to control broadcasting in the province. The federal government would not grant the provincial government licenses, so nothing has been done. Now Mr. Duplessis will try to combat the CBC "extraordinary monopoly" by blocking its TV plans.

SECOND summer Television Workshop course being conducted by the U. of Miami radio and TV department in cooperation with WTVJ (TV) Miami. Six-week session is directed by Prof. C. H. Rickert and Labe Mell of station.

BEFORE the *Fred Waring Show*, Sunday night CBS-TV series, left the air for the summer, this group enjoyed a get together at CBS' New York studios. L. to r: Lee Nichols, advertising manager for General Electric Co., program sponsor; William Forbes, account executive, Young & Rubicam Inc.; Fred Waring; J. L. Van Volkenburg, CBS vice president in charge of network sales, and Frank Fagan, vice president of Young & Rubicam.

GUILDS DEBATE

SDG Affiliation With SDGA

ANSWERING New York Screen Directors Guild statement last week that any affiliation between it and the Los Angeles Screen Directors Guild of America was severed because of the latter's move to take jurisdiction over television directors, the Los Angeles group said that there never had been any affiliation between the two.

Such an affiliation, it declared, had been proposed by the New York group but was rejected by SDGA. SDG had suggested a national organization with authority divided between East and West, with financing by SDGA on certain proposed SDG activities.

The L. A. group turned it down on grounds that the proposal would necessitate fundamental changes in SDG power and structure which it was unwilling to make and commit it for expenditure by persons other than SDGA members.

The L. A. group declares it has been empowered by NLRB to act as bargaining representative for screen directors, the sphere which includes television directors.

Gymside Views

DEAL to telecast workouts and training activities of Los Angeles name boxers at Main Street Gym, Los Angeles, has been made between Vick Knight Adv. and Willie Orner, owner of the gym. Contract calls for telecasting of events half-hour daily, six days a week. It further contains a clause guaranteeing that programs will not be telecast after 6 p.m., in order to protect gate receipts. Believing that the telecasts will publicize main events and thus increase attendance, promoters and managers will allow liberal use of the fighters for cameras. Agency seeks multiple sponsorship for programs. Kaye-Halbert Television, Los Angeles, has purchased one half-hour weekly.

PAUL REINSTATED

AFM Rescinds Suspension

LIFTING of the suspension from membership in American Federation of Musicians imposed last February on Edward Paul, musical director, Jerry Fairbanks Productions, Hollywood, has been announced by the union. Mr. Paul had been suspended for alleged violation of union television regulations. Decision followed special rehearing of the case at an AFM international executive board meeting June 1 in Houston. Originally imposed fine of $1,000 will be held in abeyance, it was further decided.

At the time of Mr. Paul's suspension recording of any type of music for filmed television programs was banned by the union; since that time, however, TV film producers received approval for recording of shows provided that they pay regular theatrical motion picture scale to musicians and stations, and that sponsoring agencies pay 5% royalty of station time charges to the union for each showing.

RADIO FEATURES

Issues New Video Package

RADIO FEATURES, Chicago, which syndicates *Tello-Test* on AM and TV, has issued franchises for its new package, *Miss U. S. Television of 1950*, to 12 video stations. Package, written and produced by firm's staff members, is directed locally by each station.

The show, a beauty contest, presents contestants who vie for the city title. Weekly winners for eight weeks compete for the city championship, after which 12 women from each of the station areas go to Chicago to compete in the finals Sept. 2. The show name has been copyrighted by Radio Features, which is headed by Walter Schwimmer of Schwimmer & Scott agency.

NET asset value of Television Fund Inc. shares rose $3.22 in six months from Oct. 30 to April 30, or from $9.33 to $12.55 per share. Net assets climbed to $6,082,747 from $2,780,795, firm reports.

COALITION SEEN

In RTDG, SDG Maneuver

A COALITION for bargaining and jurisdictional purposes between the Radio & Television Directors Guild and the Screen Directors Guild in the East may be forming in New York.

Although guild officials will not comment, informed sources indicate that such a coalition is being considered.

This prospect is seemingly emphasized in the announcement last week by Lester O'Keefe, national president of RTDG, and Jack Glenn, president of SDG in the East, of a jointly-sponsored TV forum in New York sometime in September.

Describing the forum as "the first wedding of the interests of motion picture and television craftsmen," the statement said it would "salute New York as America's video production center" and "acquaint the general public with the techniques of producing both motion pictures and television shows."

"The time has come," the statement continued, "to re-examine the whole broad structure of motion picture and television production and distribution and to speak frankly about it. Changes have come so rapidly that there is growing confusion that needs clearing up at once."

Characterizing the present era as one of low-budget production and calling the average home "the new theatre," the statement said both organizations hoped to bring the public more intimately into the picture.

WATCH MAKERS

Lead as N. Y. Spot Users

WATCH MAKERS are leading users of TV spots in New York, according to the second Ross report on TV commercials. The report shows that of 243 advertisers using 980 TV spots on six New York TV stations during the week of July 4-10, Bulova ranked first with 68 time signals and announcements on three stations; Gruen and Benrus were well up front with 19 and 18 spots respectively.

Other frequent TV spot users included Pepsi-Cola with 32 spots, Philip Morris with 22, Kools with 20, Pan American with 19, Gruen Wine with nine.

Analyzing the various types of film commercials for TV, Ross found live action commercials the most popular, accounting for 35% of all commercials examined; full animated commercials were second with 24%; combination of live action and animated up to 20% with remainder including limited action, stop motion, puppets and various combinations.

KTTV (TV) Hollywood has increased program operation to 45 hours weekly with addition of six and one-quarter hours per week.

WJIM-TV CLAIMS
Right To Air WWJ-TV Shows

WJIM-TV Lansing, Mich., last week told FCC it was within its rights rebroadcasting NBC-TV programs from WWJ-TV Detroit, despite the latter's complaint, because it had secured permission from NBC, the program originator. WWJ-TV, in a complaint filed earlier with FCC, termed itself the originating station and contended WJIM-TV was violating FCC's rules, Sec. 3.691.

The WJIM-TV reply, filed by Fly, Fitts & Shuebruk, New York, asserted that within the meaning of Sec. 3.691 NBC New York was the originator of the network programs and not WWJ-TV. The reply said WJIM-TV rebroadcast only the NBC programs of WWJ-TV. WJIM-TV explained it also rebroadcast the network TV shows of ABC and CBS from their respective Detroit affiliates, WXYZ-TV and WJBK-TV. WJIM-TV said it had obtained permission of these outlets in addition to that of the networks. WWJ-TV, however, refused to allow rebroadcasting of the NBC shows, WJIM-TV explained.

WJIM-TV contended Detroit and Lansing are 70 miles apart and constitute different markets. The service areas of WJIM-TV and WWJ-TV are "entirely separate and distinct." FCC was told, with WWJ-TV not able to reach the Lansing and Central Michigan audience served by WJIM-TV. The latter serves 28,000 TV homes. FCC was told, and the ban on NBC shows would deprive this audience of that service. Maurice R. Barnes is counsel for WWJ-TV.

Clears 'Blind' Area

MODIFICATION of a standard transmitting antenna has cleared up a television blind reception area —about one mile wide and 10 miles long—in Pasadena and San Marino, Calif., ABC-TV Hollywood's engineering department announced last week. Following reports from TV receiver installation units, the blind area was discovered about six months ago. Preliminary investigations showed the signal transmitted from Mt. Wilson, seven miles away, "overshooting" the section. Remedy consisted of taking a small amount of energy normally lost skyward and deflecting it into the dull area. Engineers responsible for the feat are Frank Mark and John Preston, ABC New York; Cameron Pierce and Phillip Caldwell, Hollywood.

Truman Report

PRESIDENT TRUMAN said Thursday he has under consideration a report to the people on progress of the Korean campaign, presumably a radio report. Should the report be telecast it would mark the first time a President has reported to a substantial segment of the population by TV on military developments.

film report

RANALD ENTERPRISES, Hollywood, has completed two 15-minute film programs in series of 13 under general title "Your Revealing Hands." Completion of series scheduled for Aug. 1. Film features **Dr. Josef Ranald**, hand psychologist. Dr. Ranald's newspaper column "Hands of Destiny" is a feature of more than a hundred newspapers. Second related series planned on "Your Revealing Mannerisms," and "Your Revealing Handwriting."

* * *

Offers as high as $5 million reportedly have been made to producers of famous cartoon shorts such as Mickey Mouse, Bugs Bunny etc., for TV rights to backlog of films on single character. Independents are fast gaining experience in making film for TV, lessening the value of properties of big companies, insiders think, and major makers may consider offers this year.

* * *

Jerry Fairbanks Productions, Hollywood, producing series of three one-minute combination live and animation action TV film commercials for **International Harvester Co.**, Chicago. Agency: **Aubrey, Moore & Wallace**, that city. With signing this month of 15 television stations, total of 56 outlets will telecast that firm's half-hour film "The Flying Fisherman," produced for **Eastern Airlines.**

* * *

KTTV(TV) Los Angeles has obtained exclusive rights to series of eight hour-long U. S. Army films *Command Post*. Films portray various phases of warfare, including Army maneuvers, air attack techniques, mapping strategy, planning and execution of military operations. . . . KTLA(TV) Los Angeles has purchased series of 13 British feature-length films from **Alexander Films Corp.** Agency: **Paul Kohner**, Los Angeles. Films not yet shown in U. S. theatres, may be purchased by station for national distribution on Paramount Television Network, in addition to being shown on KTLA (TV).

DUMONT'S PLANS
Radio-TV in Set Campaign

THE ALLEN B. DuMONT LABS, Inc., will use both radio and television for its advertising and sales promotion on its receivers this fall.

Through its agency, Campbell-Ewald, New York, the company will place a spot announcement campaign beginning in late August in all major markets. In addition the firm will co-op sponsorship of television programs on a local level with distributors. It will continue to sponsor a half hour program on the DuMont TV network. The firm also will use a series of magazine ads illustrated by Norman Rockwell for institutional advertising.

A NEW ART
Baker Sees Science as Spur

A PREDICTION that the science of electronics will make possible a complete change in television programming was voiced last week by Dr. W. R. G. Baker, General Electric vice president and general manager of GE's Electronics Dept. Dr. Baker is a pioneer of the radio and television industry.

The new concept of TV programming, Dr. Baker said, will make the medium "the most versatile and effective medium of communications ever conceived." He said criticism that TV programming is composed of stage, radio or motion picture techniques can be justified in light of the fact that many TV directors have entered the new profession from one of these three fields and "still are interpreting for television in the light of their past experience."

Cites Examples

However, he predicted that with the ingenuity of electronics engineering as a spur, an entirely new art will develop. Examples of new devices created, he mentioned, are the electronic "wipe," "spotlighting," remote control permitting interposing, creation of dissolves, fades, montage effects. "The possible use of such devices," Dr. Baker said, "give the program director a wider and more vivid brush for 'painting' a dramatic effect than ever existed for radio, motion picture or stage purposes."

Chicago RTDG Elects

ALAN M. FISHBURN, freelance director and TV packager, was elected president of the Chicago chapter, Radio & Television Directors Guild (AFL) last Monday. He succeeds Ben Park of NBC-TV. Parker Gibbs of NBC is vice president and Larry Auerbach of NBC-TV is secretary-treasurer. Board members include Louie Perkins, ABC; Bill Joyce, WLS; James Jewell, freelance, and Phil Bowman, radio - television director, Young & Rubicam. Hal Miller of CBS and Mr. Fishburn were elected members of the RTDG's national board. Offices are held for one year.

MUSIC BOOM
TV Big Factor—Gard

TELEVISION has brought a double-edged boom to the music industry, William R. Gard, executive secretary of the National Assn. of Music Merchants, said Monday in Chicago. Music dealers benefit from ever-increasing TV set sales, and from sale of musical instruments, interest in which is whetted by TV performers.

Mr. Gard gave an industry progress report at the opening of the music merchants annual convention and show, July 10-13 at the Palmer House. He estimated that 70% of some 3,000 music dealers throughout the country stock radios, television sets and phonographs. With sales for the first half of 1950 10% ahead of last year's figures, Mr. Gard thinks "the music industry is basically more prosperous today than it has been in 20 years."

Although more than half of some 6,000 conventioneers were music dealers, representatives of 22 radio, television and wire recorder manufacturing firms were on hand to exhibit new models. These were shown in the hotel's Exhibition Hall, where more than 100 new TV sets were operated from a single master antenna system.

Manufacturers represented included Admiral, DuMont, Motorola, General Electric, Philco, Scott, Westinghouse, Zenith, Stromberg-Carlson, Sylvania, Tele-King and Belmont Radio (Raytheon).

Mr. Gard predicted $2 billion in TV set sales this year, and reported that $340 million was spent on radios and $210 million on phonographs last year.

U. OF ILLINOIS Dental College, Chicago, to use TV in four postgraduate courses 1950-51. WBKB (TV) Chicago equipping studio at college from which lectures and demonstrations will be telecast to classrooms.

TV-Created Fan

RICHARD D. HOPKINS of San Francisco hadn't seen a baseball game in 25 years but the interest of his youth has been revived, and he gives television full credit for the renewed interest. Mr. Hopkins wrote officials of the San Francisco Seals and Oakland Oaks clubs that his 11-year-old son began to talk baseball knowingly, having picked up the knowledge via television. Then Mr. Hopkins began attending games again. In his letters he enclosed some $75 worth of ticket stubs from games attended, and in conclusion wrote: "I am attaching the ticket stubs that I have saved . . . to give you some idea of what television has done for you as an advertising medium."

Another successful start with DUMONT

WHBF-TV

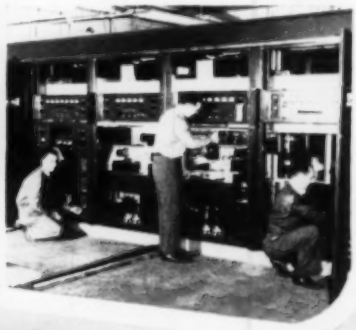
ROCK ISLAND, ILLINOIS

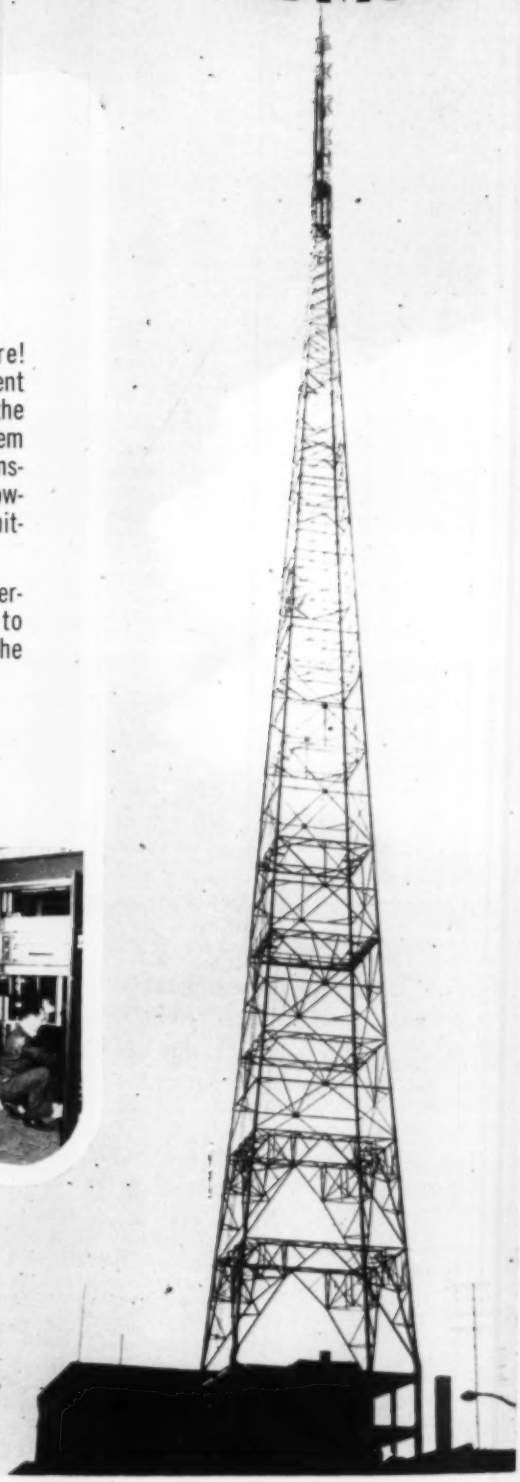
Channel 4

Another Television station with an eye to the future! WHBF-TV now goes on the air with Du Mont equipment assuring dependable, economical operation with all the advantages of the Du Mont "Grow As You Earn" system of equipment expansion. Air-cooled tubes, finest TV transmitter engineering and quality workmanship stand for low-operating expense characteristic of Du Mont TV transmitting equipment.

WHBF-TV operates on Channel 4 in Rock Island, Ill., covering the Quad Cities Area. We take this opportunity to congratulate WHBF-TV and welcome it to the ranks of the ever-increasing commercial TV stations of America.

Remember, it's smart business to investigate Du Mont first — and then compare.





DUMONT

First with the Finest in Television

ALLEN B. DU MONT LABORATORIES, INC., TELEVISION TRANSMITTER DIVISION, CLIFTON, N. J.

programs promotion premiums

PIGEONGRAMS ● ● ●

WPAT Paterson, N. J., sponsored carrier pigeon messages from N. J. Boy Scouts at Valley Forge jamboree. Many messages were received by parents, 15 pigeons having made 90-minute flight.

MARINE EMBARKATION ● ●

KFMB-TV San Diego telecast embarkation of First Marine Division from San Diego to Korea. Program was picked up by KTLA (TV) Los Angeles by micro-wave relay for retelecasting there. Arrangements made by Lt. Col. E. R. Hagenah, public information officer of division. Gary Gramman directed telecast.

CONTRASTING PHOTOS ● ●

WMFJ Daytona Beach, Fla., issued promotion piece entitled "Then and Now. . . ." Single 8½ x 11-inch sheet contains photographs of WMFJ transmitter room in 1940 and 1950. With these is photograph taken in 1910 of first "wireless station" owned and operated by W. Wright Esch who built WMFJ in 1935. On reverse side is photograph of ABC outlet's building and reproduction of daytime and nighttime 1949 BMB maps depicting station's coverage.

FAR-FLUNG AFFILIATE ● ●

KPOA Honolulu, T. H., carries MBS programs direct from mainland by shortwave and air expressed tape recordings. Wireless play-by-play baseball information made into twice daily schedule of major league and Pacific coast league re-creations. KPOA shortwaved major league All Star game from Chicago, July 11.

ILLUSTRATED FOLDER ● ●

WICU (TV) Erie, Pa., sends 28-page booklet to trade highlighting place of TV in city's and area's life. "Television Album" contains pictures of city, station personnel and facilities, network talent, sports coverage and points of interest in vicinity.

'HEP' HERPETOLOGY ● ●

WSAI Cincinnati aired interesting facts, demonstrations of talents of live five-foot diamond back rattlesnake. Reptile and master, Ned Moren were interviewed by Marilyn Hilvers and Charles Black, WSAI staffers. Snake castanetted his rattles for airwaves, giving both spectators and listeners unusual thrill.

★ ★ ★ ★ ★ ★ ★

ANNIVERSARY BROCHURE

RED-bound brochure sent trade by WDVA Danville, Va., includes record of station's promotional activities on behalf of its third anniversary, June 12-17. Loose-leaf pages list week's schedule, day by day. Included are entry blanks, invitations, programs and other material used in "June Wedding," "Queen for a Week" and "Tobacco Chewing" contests, plus announcer's material and lists of prizes awarded contest winners and those attending Colored Cotton Ball, church service and parties for children and teen-agers. Various activities afforded opportunity for every member of community to participate, station said.

★ ★ ★ ★ ★ ★ ★

KING-SIZE BOOKLET ● ● ●

WIL St. Louis sends trade booklet measuring 17 by 11-inches to draw attention to station's 28th year. Headed "The New Old WIL," booklet contains drawings illustrating coverage area, costs and sales ratio, notes on programming and long-time sponsors.

CAMPUS CAPERS ● ● ●

WTVJ (TV) Miami, *Rampus on the Campus*, Sun., 8-8:30 p.m., selling season tickets to U. of Florida football games this fall. Jack Cummins, station's sport director, is m.c. Set made like campus student club. Interviews, films of team in action and various talent, make up entertainment. Station claims over 400 televiewers called for tickets first night. More phones added to handle calls up to start of football season.

KGO 'BLUEPRINT' ● ● ●

KGO San Francisco sends trade folder for Ann Holden's *Home Forum* program labeled "Down To Brass Tacks On Successful Selling." Mailing of brochure preceded by "blueprint" teaser sent to each addressee. "Blueprint" stated it was ground floor reminder *Home Forum* brochure was out of construction stage and ready for mailing.

NEW PROGRAM ● ● ●

KEYL (TV) San Antonio, *Whaley's Bar Nothing Ranch*, Wed. 7-7:30 p.m., Bud Whaley, m.c., disc jockey variety show. Program offered to sponsor on show itself. Station claims before signoff first night two sponsors had phoned to take spots, and within 48 hours show was sold out.

ATTENTION GETTER ● ● ●

PACIFIC Regional Network stunt at Adv. Assn. of West convention, L. A., included models distributing folders with bi-colored three dimensional glasses to bring pictures of girls in bathing suits into focus. Captions, "Coverage . . . local impact . . . flexibility . . ." were under pictures. Second picture of girl in grass skirt carried note, "PRN reaches out."

1926 WORLD SERIES ● ● ●

WIND Chicago re-created sixth and seventh games of 1926 World Series between New York Yankees and St. Louis Cardinals, July 10, 1:25 p.m. and July 12, 1:25 p.m. Bert Wilson, station's sport director, did play-by-play.

FOLD-OUT FOLDERS ● ● ●

KSTP-AM-TV Minneapolis sends folders with three-dimensional fold-outs to local distributors on behalf of Tender Leaf Tea and Taystee bread. Tender Leaf folder is headed "We're stirring up something for you . . ." and shows glass of ice tea inside. Product is advertised on *Main Street* show. Other folder features Hopalong Cassidy, sponsored by Taystee on KSTP-TV, Sun., 6 p.m.

RECORDED CONCERTS ● ●

WCFM (FM) Washington, Sun., 8 p.m., presents summer series of Mozart and Haydn compositions. Records were given station by Haydn Society in recognition of WCFM broadcasting of American Music Festival Series from National Gallery of Art. Programs last for duration of selections, from 1½ to 3 hours.

OKLAHOMA U. FOOTBALL ●

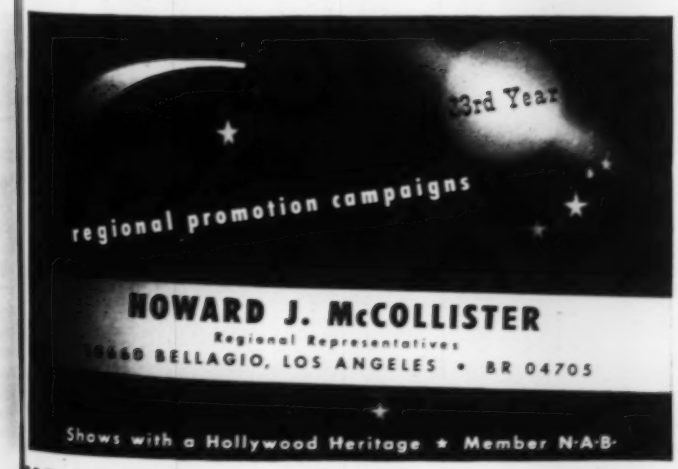
KTOK Oklahoma City sending folders to trade announcing broadcasting of U. of Oklahoma football games this fall. Folder is made to resemble telegrams telling of broadcasts. On back is schedule of games.

PRIVATE DOOR ● ● ●

KSTP-TV Minneapolis, *That Door Marked Private*, Thurs. 6:40 p.m. Produced by Ken Barry, on film. Places of interest and curiosity are shown. Televiewers write and request places they would like to see. One guest from the audience taken along weekly. Show has featured monastery, gall bladder operation, sheriff's office in operation, and other events of interest.

FOR VETERANS ● ● ●

KLAC Los Angeles, *Veterans Redside Quiz*, Sun., 8-8:15 p.m. Arranged by Jewish War Veterans, features players from Hollywood Stars baseball team and patients from Los Angeles area veterans hospitals in sports quiz. Prizes presented patients chosen from different hospitals each week.


3rd Year
regional promotion campaigns
HOWARD J. McCOLLISTER
Regional Representatives
10660 BELLAGIO, LOS ANGELES • BR 04705
Shows with a Hollywood Heritage ★ Member N·A·B·

The Book that took 10 years and 10 billion calculations.

That's the 1950 BROADCASTING Marketbook, which even before publication, is hailed as the most valuable tool for buying radio and television time that has appeared in recent years.

Uncle Sam is doing the basic job—the 1950 Census, a compilation made every ten years. BROADCASTING's research staff is burning midnight oil on the multi-billion calculations that will produce the invaluable Spot Rate Finder, county-by-county breakdowns and marketing statistics.

Buyers and sellers alike endorse the Marketbook because it places within the covers of one book the hottest and latest data procurable for time-buying. The prescription was written by top radio buyers.

It's the best display buy of the decade.

SPOT RATE FINDER . . .

OHIO

SPOT RATE FINDER

AKRON, Summit, 88,600 fam., 98.3% radio, 82,090 radio fam.

3 AM affiliates, average 1-time rates.

	SB	1M	5M	15M	30M	1 Hr
D	11.17	11.17	21.50	38.67	58.00	96.67
N	18.75	18.75	37.50	73.67	110.50	185.50

WADC, 5kw, 1350kc, CBS, Hollingbery

D	12.50	12.50	25.00	44.00	66.00	110.00
N	22.50	22.50	45.00	88.00	132.00	220.00

WATG (FM), chan. 267, 101.3mc, 10.2kw N

	SB	1M	5M	15M	30M	1 Hr
D	3.10	3.10	4.30	8.60	15.00	21.50
N	4.30	4.30	7.20	14.40	25.20	36.00

ASHTABULA, Ashtabula, 8,900 fam., 97.9% radio, 8,710 radio fam.

WICA, 5kw-D, 1kw-N, 970kc, Conlan

D	9.00	9.00	15.00	26.00	26.00	70.00
N	15.00	15.00	25.00	50.00	75.00	125.00

1950 CENSUS DATA . . .

MAPS . . .

XUM

COUNTY-BY-COUNTY BREAKDOWN . . .

MAINE RADIO MARKET DATA BY COUNTIES—(Specimen)

County	Population 1950	Population 1940	1950 Total Families	Per Cent Radio	Radio Families	1949 Retail Sales (Sales Mg't.) $000	1948 Retail (US $000	Employment 1948	Taxable Payrolls 1948 $000
Androscoggin	84,700	61,100	21,500	98.6	20,900	72,503	69,000	26,900	13,500
Aroostock	92,500	78,000	23,600	92.1	22,500	54,009	53,500	8,050	3,700
Cumberland	174,100	125,100	55,400	98.9	53,200	172,595	168,000	40,800	22,000
Franklin	19,100	15,200	7,500	95.3	7,400	12,111	15,610	5,700	3,500
Hancock	31,400	27,500	10,200	95.2	9,900	23,096	27,800	5,800	2,500
Kennebec	80,400	62,900	25,600	96.2	24,800	63,474	61,700	21,050	11,000
Knox	25,700	21,500	10,100	95.2	9,900	21,101	25,100	5,100	2,200
[illegible]	19,000	[illegible]	7,000	95.7	6,500	12,155	14,600	1,500	1,200

The nation's 3,000 counties are broken down into nine categories including 1950 population, 1950 Families, 1950 Radio Families, Per Cent Radio, 1949 Retail Sales, 1948 U. S. Retail Sales, and latest employment, payroll and business data from the Bureau of Census. This is the first time this complete information will be published on a comprehensive county-by-county basis.

STATE STATISTICS . . .

Factual data for each state is published in 19 categories. From these figures, the Marketbook gives the economic picture of each state at a glance. Also comparisons with previous years shows the economic progress of each state as a whole.

MARKET INDICATORS FOR CALIFORNIA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	10,031,000	'49	6,907,000	'40
Increase over 1940	45.2%			
% of U.S.	6.87%	'49	5.23%	'40
BMB Families	3,222,600	'50	2,784,000	'46
Percent Radio	98.2%	'50	96%	'46
Radio Families	3,164,500	'50	2,673,000	'46
Business Concerns	191,962	'48	133,024	'39
Manufacturing Establishments	17,645	'48	11,558	'39
Non-Agricultural Employment	2,340,333	'48	1,769,000	'39
Manufacturing Employment	530,000	'48	272,000	'39
Income	$16,121,000,000	'48	5,606,000,000	'40
[illegible]940	188%			

NETWORK RATE FINDER . . .

The four nationwide networks are listed by affiliates with one-time day and night rates for each affiliate. Using the Network Rate Finder it is possible for a buyer to readily estimate **any** network combination of stations.

REGIONAL & STATE NETWORK RATE FINDER . . .

This section is designed to give timebuyers ready rate information on regional and state networks, Transit Radio and FM groups. The listing includes the names, addresses, and principal officers of each group, a list of all stations, and combination rates for the group.

FOREIGN LANGUAGE STATIONS IN MAJOR U. S. CITIES . . .

The Foreign Language Section lists **stations by states,** indicates **languages broadcast** by each station, and **foreign language population** in each market. This information has been compiled from a detailed nationwide survey by Broadcasting. The foreign language data will be the **most complete** ever published.

Deadline July 24 if proof desired. Otherwise, July 29—no proofs. Send in your reservation today for selected positions.

WHAT YOU SHOULD DO ABOUT THE MARKETBOOK!

Your ad in the Marketbook will carry your sales message through thousands of impressions in the most complete market data volume in the annals of radio. Circulation is 16,500. Closing date is July 24. Publication date is early August. County-by-county sections will carry 4 column quarter, half, and full pages. Other sections, 1/16th pages and up. Regular rates apply.

XUM

July 7 Applications . . .

ACCEPTED FOR FILING

License for CP

License to cover CP new AM station: WCRI Scottsboro, Ala.; KBTA Batesville, Ark.

WHDH Boston, Mass.—License for CP to change from DA-1 to DA-2.

License Renewal

WRDO Augusta, Me.—Request for license renewal.

SSA—1070 kc

WKVM Arecibo, P. R.—SSA AM station on 1070 kc 1 kw unlimited until construction permit is completed.

July 10 Applications . . .

ACCEPTED FOR FILING

AM—740 kc

KCBS San Francisco—CP to change from 740 kc 50 kw unl. DA to 560 kc 5 kw unl. DA-N. AMENDED to request 740 kc 50 kw unl. DA-2.

AM—1290 kc

Jennings Bcstg. Co. Inc., Jennings, La.—CP new AM station on 1290 kc 500 w D AMENDED to change studio and trans. locations to 1521 Lake Arthur Ave., Jennings.

AM—630 kc

Aurora Bcstrs. Inc., Fairbanks, Alaska—CP new AM station on 580 kc 1 kw fulltime AMENDED to request 630 kc 1 kw fulltime.

AM—1150 kc

Peach Belt Bcstg. Co., Fort Valley, Ga.—CP new AM station 1150 kc 1 kw D AMENDED to request change in corporate structure.

AM—1090 kc

KAUS Austin, Minn.—CP AM station to change from 1480 kc 1 kw unl. DA-2 to 1090 kc 10 kw unl. DA-N. Resubmitted.

License for CP

KOLS Pryor, Okla.—License for CP new AM station.

WORK York, Pa.—License for CP to increase power etc.

Modification of CP

KFRB Fairbanks, Alaska—Mod. CP AM station to change from 1290 kc to 790 kc. (Contingent on KFQD relinquishing 790 kc).

WERC Erie, Pa.—Mod. CP to change power, frequency etc. for extension of completion date.

Mod. CP new FM station for extension of completion date: WGTR Paxton, Mass.; WLAV-FM Grand Rapids, Mich.; WFIU Bloomington, Ind.

License Renewal

Request for license renewal FM station: WDUN-FM Gainesville, Ga.; WAJL Flint, Mich.; WMLN Mt. Clemens, Mich.; WKBR-FM Manchester, N. H.; WOTW-FM Nashua, N. H.; WENE-FM Endicott, N. Y.; WLBR-FM Lebanon, Pa.; WMCK-FM McKeesport, Pa.; KURV-FM Edinburg, Tex.; WBEZ Chicago; WIUC Urbana, Ill.; WOI-FM Ames, Ia.; WEVR Troy, N. Y.

TENDERED FOR FILING

AM—860 kc

WERD Atlanta—CP AM station to change from 850 kc 1 kw D to 860 kc 1 kw L.

SSA—690 kc

KPET Lamesa, Tex.—SSA to operate from 8 p.m. until 12 p.m. on July 22, using 250 w on 690 kc.

FCC actions

JULY 7 to JULY 13

CP-construction permit	**ant.-antenna**	**cond.-conditional**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
STL-studio-transmitter link	**aur.-aural**	**trans.-transmitter**
synch. amp.-synchronous amplifier	**vis.-visual**	**unl.-unlimited hours**
STA-special temporary authorization		**CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

July 11 Decisions . . .

BY THE SECRETARY

WLIL Lenoir City, Tenn.—Granted license new AM station; 730 kc, 500 w D.

KALE-FM Pasco, Wash.—Granted license new FM station; Chan. 280 (103.9 mc) 580 w, 160 ft.

WTMV-FM St. Louis, Ill.—Granted license new FM station; Chan. 273 (102.5 mc) 55 kw, 150 ft.

KWFT Inc., Wichita Falls, Tex.—Granted mod. license KA-3051 to change frequencies from 30.82, 33.74, 35.82, 37.98 mc. to 26.19 mc.

KULE Ephrata, Wash.—Granted mod. CP to change type trans.

Following were granted mod. CPs for extension of completion dates as shown: WTVJ Miami, Fla. to 1-27-51; KMTV Omaha, Neb. to 2-1-51; KULE Ephrata, Wash. to 7-30-50; WBEN-FM Buffalo, N. Y. to 2-8-51; WOOK Silver Spring, Md. to 10-1-50; WHWC Madison, Wis. to 7-20-50; KOOK Billings, Mont. to 10-28-50 (Cond.); WEBS Oak Park, Ill. to 1-14-51; KFRU Columbia, Mo. to 9-1-50; KMA-729 San Bruno, Calif. to 1-9-51; KMA-728 San Bruno, Calif. to 1-9-51.

WPTF-FM Raleigh, N. C.—Granted license new FM station; Chan. 234 (94.7 mc) 15 kw, 550 ft.

WHHM-FM Memphis, Tenn.—Granted license new FM station Chan. 295 (106.9 mc) 17.5 kw; 400 ft.

WMOR Chicago—Granted license new FM station Chan. 274 (102.7 mc) 40 kw, 500 ft.

KALW San Francisco—Granted license change existing noncommercial educational FM broadcast station Chan. 219 (91.7 mc) 1.25 kw, 160 ft.

A. H. Belo Corp., Dallas, Tex.—Stations KA-4714-15, KA-4750 to be deleted 7-1-50 as applicant does not desire to file for mod. to change frequencies in accordance with new rules.

WPTF Radio Co., Raleigh, N. C.—Station KA-4742 to be deleted 7-1-50 applicant does not desire to file for mod. to change frequencies in accordance with new rules.

KPIX Inc., San Francisco—Granted CPs and licenses for new remote pickups KA-7152 to 7156.

Paul A. Brandt, Mt. Pleasant, Mich.—Granted CP and license for new remote pickup KA-7159.

News-Examiner Co., Connersville, Ind.—Granted CPs and licenses for new remote pickups KA-3497, KSA-397, KA-2045.

City of Dallas, Dallas, Tex.—Granted CP new remote pickup KA-7165.

Oliver Bcstg. Corp., Portland, Me.—Granted CPs and licenses for new remote pickups KA-3840, KA-7158.

Chambersburg Bcstg. Co., Chambersburg, Pa.—Granted CP and license new remote pickup KGB-378.

Poughkeepsie Newspapers Inc., Poughkeepsie, N. Y.—Granted CP new remote pickup KA-7164.

Hilliard Co., Scottsbluff, Neb.—Granted CP new remote pickup KA-7162.

Forrest Bcstg. Co. Inc., Hattiesburg, Miss.—Granted CP new remote pickup KA-7161.

James Bcstg. Co. Inc., Jamestown, N. Y.—Granted CP new remote pickup KA-7163.

Absaroka Bcstg. Co., Cody, Wyo.—Granted CP new remote pickup KA-2132.

Lee-Smith Bcstg. Co., Faribault, Minn.—Granted CP new remote pickup KA-7160.

KDMS El Dorado, Ark.—Granted CP to install new trans.

WSMI Litchfield, Ill.—Granted mod. CP for approval of ant., trans. and studio locations.

WDSM Superior, Wis.—Granted mod. CP for extension of completion date to 8-15-50 (Cond.).

WCAV Norfolk, Va.—Granted license change frequency hours of operation and install DA-2 and changes in ant. and ground system; 850 kc 1 kw-DA unl. time.

KOY Phoenix, Ariz.—Granted license use of presently licensed aux. trans. as alternate trans. for nighttime use and aux. for daytime use.

WPWA Chester, Pa.—Granted license change hours of operation using power of 1 kw and install DA-N only and mounting of FM ant. on south east AM tower.

KBND Bend, Ore.—Granted license change frequency, power and trans. location and install new trans. and DA-N; 1270 kc, 1 kw DA-N, unl.

WJEH Gallipolis, Ohio—Granted license for new AM station; 990 kc, 250 w D.

KMLB Monroe, La.—Granted license install FM ant. on top of AM tower.

Times-Picayune Pub. Co., New Orleans—Granted license for new remote pickup KA-5222.

LaGrange Bcstg. Co., LaGrange, Ga.—Granted license for new remote pickup KIB-281.

National Bcstg. Co. Inc., Washington, D. C.—Granted license change existing remote pickup KGA-844 (NBC condition); 26.11, 26.15, 26.25, 26.35, 26.4 mc; 100 w; A3 emission; hours of operation accordance.

Chambersburg Bcstg. Co., Chambersburg, Pa.—Granted license new remote pickup KA-6676.

Broadcast Management Inc., Bethesda, Md.—Granted license new remote pickup KA-6379.

Appalachian Bcstg. Corp., Bristol, Va.—Granted licenses and new remote pickups KA-6732-8-9.

Interstate Radio Inc., Moscow, Ida.—Granted license new remote pickup KA-4016.

The Houston Post Co., Houston, Tex.—Granted mod. license KA-3125 to show use in conjunction with KPRC, KPRC-TV in lieu of KLEE & KLEE-TV.

WFAM Inc., Lafayette, Ind.—Granted mod. license KA-5511 to change frequencies from 30.82, 33.74, 35.82, 37.34 mc to 26.23, 26.33, 26.43 mc and to be used with WASK (AM) and WFAM (FM).

Carter Pub. Inc., Fort Worth, Tex.—Granted mod. license KA-4716-7 to change frequencies from 31.62, 35.2, 37.34, 39.62 mc to 26.21, 26.31, 26.41 mc.

Tarrant Bcstg. Co., Fort Worth, Tex.—Granted mod. license KA-3406 to change frequencies from 30.82, 33.74, 35.82, 37.98 mc to 26.19, 25.29, 26.39 mc.

KWHK Bcstg. Co. Inc., Hutchinson, Kan.—Granted mod. license KA-5[illegible] to change frequencies from 30.82, 33.74, 35.82, 37.98 mc to 26.11, 25.45 mc.

WIBC Indianapolis, Ind.—Granted CP to install old main trans. at present location of main trans. on 1070 kc, 1 kw, employing DA for aux. purposes for daytime only and same to be used as alternate main trans. for nighttime operation only.

WEVD New York—Granted CP

(Continued on page 67)

it's later than you think | **Mr. Station Manager**

Your best advertising value of the year—BROADCASTINGS 1950 Marketbook—goes to press soon. Advertising deadline July 24 if proof desired. Otherwise, July 29, no proof.

Please wire (collect) your reservation today. 16,500 circulation will reach all important radio buyers.

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• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Manager for 250 watt midwest, MBS affiliated station. Must be thoroughly capable to take full responsibility; have character, be energetic and be able to sell; have promotion ideas and ability to get along with people. Right party can acquire interest in station if desired. Write in care of Box 668F BROADCASTING.

Manager-salesmanager wanted Oregon's beautiful Willamette Valley; chance to acquire ten percent or more; low figure right man. Box 781F, BROADCASTING.

Wanted: Commercial manager for 250 watt daytime station. Must be a producer with A-1 references as to character, ability, proven sales record. Station WEAB, Greer, S. C.

Salesmen

Experienced salesman. Western New England major market daytime indie. Excellent drawing account for top man able to sell at local level. Permanent position with good chance for promotion. Box 664F, BROADCASTING.

Texas ABC station desires aggressive, experienced salesman. Permanent, equitable compensation. Box 729F, BROADCASTING.

If you know advertising first, radio second and can sell Yankees, an aggressive independent in New England's 2nd largest market wants you. Originality against stiff competition will mean good money. Box 741F, BROADCASTING.

5000 watt major market network affiliate needs top-flight salesman. Salary and commission plus real opportunity to advance with assured permanence are offered but only the best will be considered. Write immediately, giving full details, salary expected, reason for desiring a change, references and include recent photograph. Address Box 774F, BROADCASTING.

Wanted, experienced time salesman who can sell in competitive market for ABC 250 watter, northeast Texas. Salary plus incentive arrangement. Please send details of experience, business and character references and photo. Box 776F, BROADCASTING.

Young man with radio background wanted by station in eastern Pennsylvania to service accounts and learn selling. Small salary plus commission. Must have car. Box 792F, BROADCASTING.

Fulltime independent wants experienced salesman able to produce in rural area. No drifter, no drinker wanted. State past performance. Car necessary. KROX, Crookston, Minnesota.

Sales manager, excellent opportunity, permanent position, friendly community. Must have sales ideas plus ability. Interview necessary. Rush details experience, photo, references. Manager, KSIB, Creston, Iowa.

Salesman-experienced. Starting salary $125.00 per week plus commission. Do not apply unless you can produce billing records at present or previous employment. 5000 watt ABC affiliate, WMAW, Milwaukee, Wisconsin.

Announcers

Successful southern net affiliate has opening for combination announcer-operator. $50 start, plus. Good opportunity. Also experienced copywriter, $35.00 plus. Box 653F BROADCASTING.

Fulltime DJ position, pays $225 plus talents for football, basketball play-by-play. Box 656F, BROADCASTING.

Announcer-engineer with accent on announcing. First phone ticket required, but decision will be made on the basis of announcer's ability to sell the advertisers' wares. Good position in steady non-tourist Florida city. Box 663F, BROADCASTING.

Help Wanted (Cont'd)

Wanted—Steady, settled announcer interested in good pay and long term future. To qualify must be topflight with four years or more background in recognized stations. All-round abilities in news, music and disc jockey work required. Send full details with personal and business references. Disc with news, straight commercials, sample music shows. Major south central location. Replies confidential. Box 698F, BROADCASTING.

All-round announcer for Texas ABC affiliate. Football announcing helpful. Box 730F, BROADCASTING.

Announcer, experienced. Send disc, photo. Tell all first letter. Box 767F, BROADCASTING.

Staff Announcer, some experience; flexible; operate Gates console. Emphasis: news, disc shows. Real place for dependable, conscientious man at 5000 watt CBS affiliate in New England college city. Send full resume and disc. Box 797F, BROADCASTING.

Combination man, ABC affiliate. Must have application, audition disc and photo with first letter and pertinent details. KVOC, Casper, Wyo.

Announcer-engineer, emphasis on announcing. Send disc, snapshot and details first letter. Manager, WKWF, Key West, Florida.

Technical

General manager with 16 years experience, wants chief engineer and salesman to join him in new station. He will furnish 51% capital, you furnish balance and help operate. Good money town, no station. Write Box 796F, BROADCASTING.

Production-Programming, others

Copywriter—women's editor. Opening for seasoned young woman. Topnotch eastern NBC station in pleasant, nice-sized city. Send complete details, samples of commercial copy and voice recording. All replies confidential. Box 790F, BROADCASTING.

Situations Wanted

Managerial

Manager, commercial manager. 14 years experience radio and television. Two years station manager—8 years divisional sales manager for major network. Highest references include top radio, television, agency and client executives in East, Midwest and Southwest territories. University graduate, age 38, married, three children. Now employed in executive capacity. Interested in permanent location preferably Florida or West coast. Write Box 621F, BROADCASTING.

Manager, sales manager or both. 12 years radio and newspaper management and sales. Thorough knowledge of programming and public relations. Clean record. Good references. Box 642F, BROADCASTING.

College community sought by successful small market manager 35, degree, family. 12 years broadcasting. Box 657F, BROADCASTING.

Desire change to moderate size town where preachers and hillbilly music are not cardinal sins. No newspaper affiliations. Work. Sell. Announce. Local programming success. Civic minded. Married. No drink. Just want to settle down in a nice town. Box 669F, BROADCASTING.

General manager-chief engineer 15 years experience seeks progressive employer. Highest caliber references. Box 679F, BROADCASTING.

Sales manager who in 20 years has sold millions of dollars in local time. Also year and half experience in television. Seeks job as commercial manager of substantial station or manager of a smaller station. 45 years old, married and have two children. Perfect health, complete reference, will go anywhere. Box 766F, BROADCASTING.

Situations Wanted (Cont'd)

Manager-sales manager: This survival of the fittest era of radio today makes it essential that for a successful operation owners must have that difficult to locate commodity, proven knowhow, heading up their organization. This ad is a 100% legitimate opportunity for some owner to secure a man of this caliber. Permit me to show you my substantiated record of twelve years successful management, profitable sales figures I've produced, and bonafide agency and sales contacts, further underwritten by twenty years broadcast experience. Then, you check this record, after which you'll agree that this is a real opportunity to secure a proven topflight executive. College education, happily married with two children, dependable and of good character and with a well known and established creditable reputation in the industry, I desire to make the right move and a good connection. I can't reveal my experience, worth and identity to you unless you contact me. Let's investigate one another. Box 697F, BROADCASTING.

General manager with accent on sales desires connection where productive management can be exchanged for equitable remuneration, pleasant relationship and permanence. 13 years well-rounded radio experience including management and sales on top of newspaper and college background. Only two employers in 19 years. Program, expense and public relations conscious. Desire personal interview at the station. Background and references will indicate a capable individual with capacity for work. Married, south preferred. Box 734F, BROADCASTING.

To make money in radio, run a good radio station. If your station is just starting out or operating in the red, I can help resolve your problems. Experienced, creative, college degree. Mature and settled. Public relations a specialty. Programming, announcing, and production from 250 watts to network. Box 745F, BROADCASTING.

Experienced AM and TV. Radio nine years, all phases. Desire connection with dual operation or AM planning TV as manager or comm. mgr. Good national contacts. Box 749F, BROADCASTING.

Station manager with network and independent station experience. Excellent background in sales promotion. Fifteen years in radio, all phases, including engineering. First class license. Personal interview possible. Box 771F, BROADCASTING.

Texan to stay in Texas wants experience as assistant manager. Can work as announcer, engineer or newsman. Presently employed, family. Box 773F, BROADCASTING.

Intelligent, experienced, radio-minded young man desires managerial position. Now assistant manager, program director of 1000 watt station in midwest. Married, one child, send full particulars. Personal interview if interested. Box 802F, BROADCASTING.

Manager, of two radio stations. Experienced in all phases of broadcasting. Writer, director and promotion for networks. Manager, announcer, director, writer for local stations. Television writing and directing. Never fired from a position. Would consider program directorship if opportunities and salary are right. 32 years of age. Robert D. Williams, 1842 N. Loraine, Wichita, Kansas.

Salesmen

Salesman—young (27) family man. Six years experience, including program director, copy chief, two established midwest five kilowatters. Also program director independent. Some sales. Clean cut, highest character, good references. Box 614F, BROADCASTING.

Large stations only with top earnings possible. Agency and large market experience. 13 years radio and newspaper. Prefer midwest. Box 641F, BROADCASTING.

Merchandiser, seller extra-ordinary, good will, able announcer, MC. Wants to join your progressive organization. BA, 27, permanent. Box 723F, BROADCASTING.

Radio salesman desires job. Experienced, car, married. Box 731F, BROADCASTING.

Manager-commercial manager. No high pressure, excellent sales record, excellent reputation with personnel. 8 years experience all phases. Box 751F, BROADCASTING.

Ten years-Salesman. Midwest only. At present commercial manager of 1000 watt independent. Box 775F, BROADCASTING.

Situations Wanted (Cont'd)

Add local news to your salesmen's selling features. A two hundred thousand listener audience is being covered by one man with five years metropolitan newspaper and radio experience. Also disc work, special events, sports and continuity writer. Single, will travel. Box 753F, BROADCASTING.

Salesman; Sales position desired by 2[illegible] year old married man. Ten years experience announcing-production with CBS New York, St. Louis, Minneapolis. Sales experience Hollywood and Boston. Desire opportunity to prove salesworth with large or medium size progressive station. All references and experience credits in order. Box 780F, BROADCASTING.

Fulltime salesman, not a super salesman, no high pressure. Just a guy the people learn to like. A fine good-will man. Have selling and announcing experience and would be a handy man to have around. Salary necessary. Box 789F, BROADCASTING.

Salesman: Now employed metropolitan local station. Eight years experience in sales, production, merchandising. References. Draw and commission or salary. Box 795F, BROADCASTING.

Announcers

Newsman—Morning news editor 5 kw midwest net affiliate, retrenched out of job. Single, 22, college graduate. Excellent reference. Box 587F, BROADCASTING.

Announcer presently employed by commercial FM station. Solid commercial. Good news, disc jockey, and adlib. Available two weeks notice. Disc, photo, details on demand. Box 643F, BROADCASTING.

Announcer disc jockey, fine voice, thorough knowledge of radio and music. Ideas, imagination, dependable, hard worker, go anywhere. Disc, photo details on demand. Box 644F, BROADCASTING.

DJ news, special events. Young, sober, dependable with 4 years, exp. Presently employed midwest 5 kw watt station. Send disc on request. Box 647F, BROADCASTING.

Announcer, writer—Good local news coverage increases your audience and sales. Experienced newspaper reporter and announcer available; knows music, sports, special events. Deep voice, sincere delivery; college graduate, sober, vet, 29 excellent references. Box 648F, BROADCASTING.

Personable man with extensive and successful coaching, play-by-play, commentary, administrative and contact background desires new announcing position. Middlewest preferred. Best references and disc will be presented. Box 716F, BROADCASTING.

Announcer, solid staff man, 5 years experience, family, college desires job with Florida station. Object: permanency. Box 717F, BROADCASTING.

TV-radio announcer. Six years radio theatre, TV experience; highest ratings MC, sports, news. Presently 5000 watt, seeking eastern market. 30, college graduate. Box 718F, BROADCASTING.

Announcer, engineer. Experienced, congenial, good selling voice, steady and sober; competent newscaster. Disc shows, remotes. Want to locate, will travel. 30, single, best references. Box 721F, BROADCASTING.

Announcer, now working, want permanent change. 6 years experience, can fill any opening. Box 724F, BROADCASTING.

Good announcer with 1st phone ticket, experienced, desires permanent position in or near midwest. Excellent references. 27, married. Box [illegible], BROADCASTING.

Announcer: Quality, mature voice. Build good following on news, disc shows, interviews, etc. Five years experience; three — straight announcer, two—program director/announcer progressive midwest kilowatt. 1st phone, write fair copy, but first love is announcing. Furnish excellent references from all past employers regarding talent, character, etc. No floater, no hotshot. Married, sincere, dependable. Can sell merchandise and satisfy sponsors. Box 736F, BROADCASTING.

Announcer: Veteran of Armed Forces Radio. Versatile, go anywhere. Graduate of radio school. Good voice, starting salary no problem. Disc on request. Box 746F, BROADCASTING.

XUM

Situations Wanted (Cont'd)

Announcer, 19 months experience Mutual affiliates and independent. Age 25. Operate console. M. Gulla, 5009 S. Talman Ave., Chicago 32, Ill.

Looking for first job. Thoroughly schooled, all phases. Single, 23, travel, disc. Stage background. Box 747F, BROADCASTING.

Sportscaster - announcer, experienced play-by-play, promotion-wise, TV production training, collge graduate, top references, will travel. Box 748F, BROADCASTING.

Announcer, excellent on news, commercials. Two years 20,000 watt eastern FM station. College degree. Experienced actor, director. Disc, photo on request Box 754F, BROADCASTING.

Announcer, fine detailed knowledge in all major sports, wishes to work as sportscaster. Will work as assistant. Disc available. Box 755F, BROADCASTING.

Announcer for 5 kw net affiliate, preferably one with TV plans. Eight years experience AM, one year TV. Box 756F, BROADCASTING.

Newsman, four years radio plus newspaper, press association experience. Strong on rewrite, local reporting, newsroom procedure. Network announcing experience. University graduate, single, veteran. Box 757F, BROADCASTING.

Announcer, experienced, all-round staff man, college trained, presently employed, married desires permanent position city of 15,000 to 30,000. Will invest if possible. Interview arranged. Box 759F, BROADCASTING.

Announcer-accountant, 3 years radio. Competent organization. Middle east coast. Box 760F, BROADCASTING.

Sportscaster-announcer. Age 38, Northwestern University graduate. Player background, experienced all play-by-play sports. Can also write sports. Doing daily play-by-play baseball broadcasts at present. Available Philadelphia or vicinity in September. Particularly interested college and professional football broadcasts, radio, television or combination. Audition disc and references available. Box 762F, BROADCASTING.

Announcer—Seeking first opportunity anywhere. BA Speech, college announcing, acting. Complete details upon request. Box 764F, BROADCASTING.

Sports announcer. Employed major market. Ten years top reporting, sportscasts. Box 768F, BROADCASTING.

Announcer, news, commercial, musical experience. Mature, dependable, ambitious, available immediately. Box 770F, BROADCASTING.

Sports announcer-continuity-newsman. Six years experience. Graduate Northwestern University; NBC Summer Radio Institute. Play-by-play, Indiana prep, Western Conference football, basketball. Newspaper reporting experience. Married, want small station, small town. Box 782F, BROADCASTING.

Employed in city of 3,000,000. Morning man with 8 successful years. Combination, different. Married. $80.00. Box 784F, BROADCASTING.

Sportscaster, announcer, college grad, play-by-play, commentary, player background, single, ambitious. Box 785F, BROADCASTING.

If you need an announcer writer, combination, you need me. Write Box 788F, BROADCASTING.

Morning man. 5 years. Deep voice, dependable, showmanship your man. Box 791F, BROADCASTING.

Announcer, single, 25, excellent all-round staffman, ad lib shows a specialty. More than interested in TV. Professional experience. Familiar with sales. Box 792F, BROADCASTING.

Announcer-newscaster. University graduate, young, single, can operate console. Two years experience 500 watt station, will travel, immediate availability. Box 796F, BROADCASTING.

Experienced colored announcer. College, professionally trained, all phases of radio broadcasting. Can build sales on disc jockey and audience participation shows. Sold on commercials. Operate board. Family man, needs job, considers all offers. Disc, photo on request. Box 799F, BROADCASTING.

Announcer—Speech and radio instructor, now teaching desires permanent position with small eastern station. News, musical shows are specialties. Dependable. Disc and details on request. Box 800F, BROADCASTING.

Situations Wanted (Cont'd)

Announcer-engineer, 8 years experience. Polished announcer, DJ or staff. First class license, experienced in operation and maintenance any power transmitter and all types equipment. Insist on joining well managed station. Write Box 801F, BROADCASTING.

Experinced combo man for hire. Chief announcer Bankhead Broadcasting Co., head of copy and program, excellent copy and announce. 1st class ticket. Contact at 533 East State, Long Beach, California or phone LB 79315.

News, DJ, special events, semi-experienced in AM-FM. Mature voice, write copy, B.S. Degree. Hard worker, need good job. Knowledge of board, recording engineer. Prefer midwest, will go anywhere. Ed Atlas, 2635 W. Albion, Chicago, Ill.

Staff announcer, college graduate, 24, single. Specialize in classical music, sports. Will travel, willing to work and learn. Disc, photo available. Write to Robert Brooker, 2202 Beverly Road, Brooklyn 26, N. Y.

Ability available. We have well-trained personnel who have had actual experience in metropolitan stations as announcers, actors, commercial writers, disc jockies, producers and script writers. Give us your requirements and we will send resumes, photos and disc. Write or wire collect. Columbia Institute, 9th and Chestnut St., Philadelphia 7, Pa.

Announcer-sales, 1½ years experience Navy's Welfare and Recreation Dept. Disc jockey, news, etc. 3½ years experience commercial sales. Desire immediate change. 2 years colloge, single, travel anywhere. Peter F. Gallagher, P.O. Box 95, Bala Cynwyd, Penna.

Sportscaster-announcer: Experienced all play-by-play sports. Player background. College grad, news, special events, copy, 25, single, will travel. Jack Hurst, 82 Bayview Ave., Great Neck, N. Y.

Ready to travel. Experienced in all phases of staff announcing. Dick Jarvis, P. O. Box 617, Evanston, Ill.

Announcer-engineer, 1st phone. Versatile announcer. Experienced, single, travel. Desires permanent position. Resume, disc. Available immediately. Jack Marlow, 343 Halstead Ave., Harrison, N. Y.

Disc jockey-announcer. Copywriter. Can handle special women's features. Graduate Broadcasters Network Studios, Hollywood. Desires opportunity. Salary secondary consideration. Age 25, attractive, personality, cooperative. Best references. Will go anywhere. Kay (Rusty) McLean, 6509 Yucca, Hollywood, Calif.

Announcer, experience two years. Available immediately. Will travel. Norman Morris, 5829 Woodbine Ave., Phila., Pa.

Combination man, eighteen months experience, east of Mississippi only, immediate availability. No disc. Robertson, 2260 25th St., Astoria, L. I. 5, N. Y.

Sports announcer, play-by-play baseball, basketball, 3 years experience, good coverage, can write sports, college grad, can handle staff work. Contact Mike Wynn, 370 Columbus Ave., New York 24, N. Y., Phone TR 7-2617.

Announcer, copywriter. College graduate. English major, radio school graduate. Several months experience on 250 watt station. News specialty, operate Collins console. Prefer employment in Missouri, Illinois area. Single, age 27, dependable, cooperative, veteran. Write or wire Jim Ziems, 3159 Bent Ave., St. Louis, Mo. Phone LAdede 1845.

Technical

Engineer presently employed, 2½ years broadcast experience. Graduate RCA Institutes, N. Y. C., interested in obtaining position offering chance for wider experience, better opportunity for advancement. Box 612F, BROADCASTING.

Engineer—three years broadcasting experience, maintenance, operation and construction. No bad habits, no drifter, desires good paying position. Box 613F, BROADCASTING.

Engineer, 1st phone, wants position with a growing organization. Has car and is no drifter. Box 681F, BROADCASTING.

Chief engineer. Long experience all facets AM-FM broadcast engineering including construction and complex directionals. Excellent personnel relations. References include well known broadcast executives. Box 686F, BROADCASTING.

Engineer, 1st phone. Veteran, 27, 19 months transmitter and remote. Technical school graduate AM, FM, TV. Interested AM station. Travel. Box 794F, BROADCASTING.

Situations Wanted (Cont'd)

Engineer—Six months experience. Would like employment in Kansas area. Presently employed. Box 695F, BROADCASTING.

First class phone license, inexperienced, will accept job anywhere. Box 701F, BROADCASTING.

Engineer, degree, licensed, 12 years experience in radio. Box 719F, BROADCASTING.

Married veteran, RCA graduate, 1st phone license desires position as operator or announcer-engineer. Have driver's license. Work anywhere, northwest preferred. Will submit disc and photo. Box 725F, BROADCASTING.

Experienced engineer in AM-FM. Young, single, do not smoke or drink. Prefer midwest. Box 735F, BROADCASTING.

Engineer, experienced transmitter, remotes, console, maintenance. Married, will travel, have car. Box 737F, BROADCASTING.

Engineer, licensed, three years experience transmitter operation, maintenance, remotes. Temporary or permanent. Car. Box 738F, BROADCASTING.

Chief engineer and announcer, fifteen years experience in all phases of radio. Five years experience in announcing. Well qualified in supervising, construction and maintenance. Desire permanent position with progressive and established station in vicinity of a co-ed college. References furnished from past and present employers. Box 739F, BROADCASTING.

First phone license. Young and single. Desires position in broadcast field. Inexperienced, will travel. Box 744F, BROADCASTING.

Engineer seeking responsible position in midwest. Five years experience including clear channel, chief 250 watts. E.E. Degree. Married, two children. Presently employed. Box 758F, BROADCASTING.

First phone, recent graduate, no experience 18, single, reliable. Consider anything, anywhere. Box 761F, BROADCASTING.

Engineer with first class ticket, two years experience with transmitter and control room operation. Three years radio with Navy. Wants job with future. Prefer job in south with possibility of going to school or chance to learn combination work. Have had some experience as combination man. Will consider any offer. References. Box 772F, BROADCASTING.

Engineer—3½ years experience, 2½ years as chief, 1 year control room. Married, sober, industrious, car. Good references, will accept operator's job. Available immediately. Any place in U. S. Box 777F, BROADCASTING.

First phone, tech graduate, married, 24, veteran will travel. No experience, ambitious. Box 783F, BROADCASTING.

First phone desires position. Willing to work, you need me. Arthur Coburn, 90-36 180th St., Jamaica 3, N. Y.

Engineer, first, experienced, transmitter, remotes, taperecorders. Car available immediately. Earl Davis, Rt. 22, Tell City, Indiana.

1st phone—combination, good DJ, familiar with most phases of creative writing. Have written music for successful puppet shows. 26, veteran, desire location where wife and children can breath fresh air. David J. Ross, Apt. GG-7, 10 Monroe St., New York 2, N. Y.

Operator, licensed, five years broadcast radio, wants transmitter job. Single. Location unimportant. Available quickly. Lewis Sherlock, Box 51, Plainview, Texas.

First phone license, experienced. Want work at northeastern station. Married, car. James Turner, 6006 Avenue T, Brooklyn, New York.

Young experienced combination man holding first phone, second telegraph licenses available immediately. P. O. Box 193, Greer, South Carolina.

Production-Programming, others

Program director-writer. Experienced in all phases of radio. Theater background. University graduate. Family man. Box 720F, BROADCASTING.

Singer, production, program director 6 years good general experience from sales to mike servitude. Employed. Box 740F, BROADCASTING.

Experienced program director for local independent. Must have good voice and be capable of handling copy production and directing small staff. Opening for good salesman with car. Box 742F, BROADCASTING.

Newsman thoroughly experienced all wire services, spot coverage and rewrite. Excellent sponsor record and references. Box 787F, BROADCASTING.

Situations Wanted (Cont'd)

Look. I don't profess to be anything other than a radio man with four years of experience in announcing, tradic and sales. Married, college, east coast. Box 750F, BROADCASTING.

If you're interested in a copywriter, 27 years old with radio experience on nation-wide coffee, shoe and men's wear accounts, if you want freshness and energy in your copy and if you like people working for you who don't watch the clock, then look into this and we'll have a chat! Box 787F, BROADCASTING.

Continuity writer, employed, desires position in Michigan, Indiana or Ohio. Can announce. Three years writing. Experienced local news gatherer and reporter. Fine reference R. A. Bartlett, 805 Richland, Paris, Tennessee.

Television

Announcers

Twelve years experience in all phases of radio broadcasting wants permanent spot on progressive station. Would like TV future. Proven morning man. Recently created one of top folk disc shows in midwest. Excellent on news and special events. Housing situation forces move. Box 665F, BROADCASTING ● *TELECASTING.*

Presently employed large midwest AM-TV station since first day of TV operation. Experienced in both general TV announcing and before camera. Wish to leave midwest to go either east or west for right opportunity. Data, disc and photo on request. Box 726F, BROADCASTING ● *TELECASTING.*

Production-Programming, others

Young man with professional stock, long run, road company, radio drama and production, movie production, variety show experience wants place in television. Hard worker. Recent honor graduate. Married. Write Box 729F, BROADCASTING ● *TELECASTING.*

TV director. Professional and community theater producer with five years experience in radio work in TV production. University graduate, family man. Box 728F, BROADCASTING ● *TELECASTING.*

Attention, TV stations or AM stations planning TV operation! In two weeks will complete extensive course in TV production. Have eight years radio background as station manager, program director, sportscaster, newscaster, announcer and writer. Can now qualify as studio and remote director, floor manager and writer. Know programming and production well. An industrious, mature and dependable. Complete details furnished when you contact. Box 743F, BROADCASTING ● *TELECASTING.*

Director-producer-writer, looking for spot to create local shows. 3 years radio plus 3 years Little Theater plus recent graduation from SRT. TV should qualify me to do top job. Wire or write Box 780F, BROADCASTING ● *TELECASTING.*

TV and/or AM Producer-director. Twenty years AM background. Three years television. Excellent references. Employed. Immediately available. Will travel. Box 802F, BROADCASTING.

For Sale

Stations

California fulltime independent. Only station in sparsely settled but prosperous mountain section. Price $60,000. Box 752F, BROADCASTING.

For sale, 30% of stock of AM daytime station located in town of 50,000. Price $15,000, terms. Box 763F, BROADCASTING.

I own 75% fulltime local in thriving southern city. Commercial manager owns remainder but devotes too much time to non-profitable personal activities. Interested in live-wire manager willing to purchase his stock and attend to business. Large investment not required. I am experienced broadcaster with other interests and allow resident manager wide scope of responsibility if productive and efficient. Box 779F, BROADCASTING.

(Continued on next page)

XUM

For Sale (Cont'd)

Equipment, etc.

Gates 250-C1 transmitter, Gates limiter, GR frequency and modulation monitors, tuning unit, 175 foot tower. Now in service. Available thirty days. Best offer any or all. Box 677F, BROADCASTING.

Fairchild professional recorder, guaranteed in excellent condition. Less than one-half retail price. Box 696F, BROADCASTING.

Auricon cine-voice camera and model PS-14 portable power supply, brand new in original packing. $595. For both, 25% deposit. Box 722F, BROADCASTING.

Five kw high level air cooled composite broadcast transmitter now in service, available on or before January 1. Box 732F, BROADCASTING.

One Meissner 8C FM receptor very slightly used, $28.00. One $39.95 Regency TV booster, like new, $20.00. First check takes either or both. Box 769F, BROADCASTING.

For sale: One Presto 6N recording turntable in perfect condition. Cut—inside out. Response 50 to 8000 cps. 112 lines per inch. $395.00 WGIG, Brunswick, Georgia.

Make offer FM WE 506-B-2 complete, spares, 10 kw transmitter. New, never uncrated. H. Edwin Kennedy, WILM, Wilmington, Delaware.

Have several used guyed Wincharger towers will sell erected. Tower Construction Co., 107 Fourth St., Sioux City, Iowa. Phone 5-6761.

Advertised complete—For sale complete radio broadcasting studio equipment including GE model TB 1-A FM transmitter and Truscon Steel 165 foot tower. Best offer takes all. Tiffin Savings Bank, Tiffin, Ohio.

Wanted to Buy

Equipment, etc.

Wanted to buy—Used five kilowatt transmitter. State make, model, age and condition. Box 765F, BROADCASTING.

250 feet $3\frac{1}{8}$" $51\frac{1}{2}$ ohms coax suitable for FM. Also two RCA 44BX microphones. Box 895F, BROADCASTING.

Studio console—Prefer Raytheon, Gates, Collins or Western Electric. Must be in good operating condition. Radio Station WVOP, Vidalia, Georgia.

FM frequency and modulation monitor. Also $1\frac{5}{8}$" coax with fittings including gas barrier. Write Adams, 1644 Idlewood Road, Glendale 2, California.

Miscellaneous

Davis Frequency Measurement Service—111 S. Commercial, Emporia, Kans. Phone 2709.

Help Wanted

Salesmen

SALES MANAGER

New regional station. Must be completely reliable man with proven background. Opportunity to earn limited only by ability and application.

W G N R

New Rochelle, New York

Announcers

DISC JOCKEY WANTED

Must have following qualifications. Southern voice, sober, sincere and capable of handling hillbilly shows that carry top Hoopers in large competitive market. Will consider pop man or small market man if he is willing to be trained. Leading market in south with excellent working conditions. Send complete background. Salary requirements and audition to Box 804F, BROADCASTING.

Are you a **GOOD** Announcer?

- 2 years experience
- Authoritative newsman
- Convincing on commercials
- No voice affectation

Apply immediately to:
M. N. Bostick
K W T X
Waco, Texas

Situations Wanted

Announcers

ANNOUNCER-PROGRAM DIRECTOR

Capable, experienced. Good voice, pleasing personality. Reliable family man. Details and disc on request.

BOX 496F, BROADCASTING

Disc jockey with major market station desires change to company which will offer satisfactory talent arrangements. Am happy with present setup with exception of talent. Want an opportunity to make money when I bring money into station. Will work closely with sales staff. Can build disc shows into high Hooperated, marketable commodities. Not an overnight sensation or glamour boy, but all-round experienced radio man specializing in deejay work. Like late night programs. Can build afternoon shows, too. Looking for permanency. Will come for personal interview if possible. Box 685F, BROADCASTING.

For Sale

Equipment, etc.

R.C.A. FIELD INTENSITY METER type 308-B, complete with storage battery. This instrument has never been removed from its original shipping carton. Price $2,000.00
KENTUCKY BROADCASTING CORP.
Box 1588
LOUISVILLE, KENTUCKY

Wanted to Buy

Equipment, etc.

WANTED! FM EQUIPMENT!

We are interested in purchasing one complete FM broadcasting unit. Equipment must be in excellent condition and must be a real bargain. Write immediately.
Box 715F, BROADCASTING

Program Listing Service

TV-RADIO Show Service, a weekly bulletin listing programs on the market, will be issued beginning Aug. 1, Mitchell C. Hodges, founder of the service, has announced. A former publicity man, Mr. Hodges is associated in the new enterprise with Lucille Hudiburg, former CBS-TV associate producer. Mr. Hodges' address is 21 Gramercy Park, New York.

CBS, IBEW

Settle Contract Fight

SETTLEMENT has been reached of the dispute between the International Brotherhood of Electrical Workers (AFL) and CBS, which several weeks ago flared into a two and one-half day strike in New York.

Commissioner J. R. Mandelbaum of the Federal Mediation and Conciliation Service supervised negotiations leading up to the new contract.

Although details have not been announced, the new contract reportedly represents an increase of $6.50 for CBS engineers in New York, and a $2.50 increase for their assistants. This will bring the top weekly minimum to $135.00.

The contract is said to provide a $5.00 increase for CBS-owned stations in Minneapolis, Chicago, Boston, St. Louis and Los Angeles. However, five-year engineers in Los Angeles will receive an increase of $6.50.

A demand by the union for uniform rates at all CBS stations was refused by the company.

The new rates will be retroactive to May 28, 1950, when the old contract expired. The new contract is for one year. Days lost on strike will not be paid for.

RADIO FREE EUROPE BEGINS

Broadcasts Backed by Group of American

RADIO FREE EUROPE, backed by a group of private American citizens known as the National Committee for a Free Europe Inc., has begun transmitting from European locations.

Exiled democratic leaders of Europe will speak to their countrymen behind the Iron Curtain, freed of diplomatic restrictions and in their native languages.

"They will give the lie to Communist propaganda and tell their listeners of the undying struggle to assure freedom everywhere," Dewitt C. Poole, NCFE president said.

Choosing the Fourth of July to begin operations, the committee scheduled a 10-day period of "audience building," using announcements of the station's purpose.

On July 14, anniversary of the fall of the Bastille and the start of the French Revolution, full broadcasting schedules were to begin, according to Frank Altschul, chairman of the radio committee.

In its early operations Radio Free Europe has surmounted serious problems in finding channels and sites. Transmitters are located in the Munich and Frankfurt areas in Germany. Three channels were obtained—two in the 6 mc band and one on 719 kc. Russian jamming is anticipated but additional power will be used.

The NCFE was formed in June 1949, with membership open to all who wish "to do something direct and concrete to preserve our highest value—the right to live as free men."

Officers of NCFE in addition to President Poole are: Joseph C. Grew, chairman of the board; Allen W. Dulles, chairman, executive committee; Frederic R. Dolbeare, vice president; Spencer Phenix, vice president; Mr. Altschul, treasurer; Theodore C. Augustine, secretary and assistant treasurer.

Among NCFE members are: A. A. Berle Jr., James B. Carey, Lucius D. Clay, Clark M. Clifford, Cecil B. DeMille, William J. Donovan, Dwight D. Eisenhower, Mark F. Ethridge, James A. Farley, William Green, Herbert H. Lehman, Charles P. Taft, W. W. Waymack, Matthew Woll and Darryl Zanuck.

Storecast Signs 12

STORECAST Corp. of America has signed 12 new advertisers during the past two months, making a total of 57 new sponsors since the first of the year. New advertisers in the Chicago area are:

Swift & Co., Beech-Nut Packing Co. and Royal Lemon Inc.; in the New England area—Juice Industries, Kist, Cole Foods Inc., Riggio Tobacco Corp., Minnesota Mining & Mfg., East Smithfield Farms Inc., Frederick Lawrence Co., and Welch Grape Juice Co.; in the Philadelphia area—Allen Products Co., and Swift & Co.

Eastern Top Network Station

One of the long established and consistently profitable network properties located in an excellent eastern secondary market—no television. Due to personal circumstances, this top network station is being sold at a very low earnings ratio. Because of a splendid earnings record we can arrange very liberal financing. Price $150,000.00.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	360 N. Mich. Ave.	235 Montgomery St.
Sterling 4341-2	Randolph 6-4550	Exbrook 2-5672

FCC Actions

(Continued from page 62)

Decisions Cont.:

make changes in vertical ant. and mount FM ant. on top.

WSAP Portsmouth, Va. — Granted mod. CP to change type trans. and towers and move line of towers 320.6 feet (change in coordinates).

KRKO Everett, Wash.—Granted mod. CP to change type of trans.

WELC Welch, W. Va.—Granted mod. CP for approval of ant., trans. and studio locations.

WATS Sayre, Pa.—Granted mod. CP to change type trans. for approval of ant. and trans. location and to specify studio location.

WTAQ LaGrange, Ill.—Granted mod. CP for approval ant., trans. and studio locations and change type trans.

WOPT Scriba, N. Y.—Granted mod. CP to change type trans.

WSGW Saginaw, Mich. — Granted mod. CP for extension of completion date to 8-15-50.

ACTIONS ON MOTIONS

By Commissioner Jones

James E. Murray, et al (Transferors) and The Hutchinson Pub. Co. (Transferee)—Granted petition to dismiss without prejudice application for transfer of control of KWHK Hutchinson, Kan.

Bartley T. Sims and Bay Bcstg. Co., North Bend, Ore.—Granted petition of Sims to dismiss without prejudice application and Commission on own motion removed from hearing docket application of Bay Bcstg. Co.

Henry Lee Taylor, San Antonio, Tex.—Granted petition to dismiss without prejudice his application.

WSPC Anniston, Ala.—Granted petition to dismiss without prejudice application.

KXLA Pasadena, Calif.—Granted continuance of hearing now scheduled for Aug. 1 to Sept. 11, at Washington, on applications of KXLA.

By Examiner Basil P. Cooper

WISE Asheville, N. C.—Granted continuance of hearing scheduled for July 6 on application, to date to be announced by Commission after acting on presently pending petition for reconsideration and grant of said application without hearing.

KUNO Corpus Christi, Tex.: Winter Garden Bcstg. Co., Crystal City, Tex.—Granted petitions of KUNO and Winter Garden for continuance of hearing from July 10 to Sept. 5, in Washington, in re their applications.

By Examiner Elizabeth C. Smith

WICH Norwich, Conn.—Postponed consolidated hearing only insofar as it pertains to presentation of evidence re WICH to a date to be hereafter determined. Consolidated hearing presently scheduled for July 10.

Sunland Bcstg. Co., and Rio Grande Bcstg. Co., El Paso, Tex.—Granted continuance of hearing presently scheduled for July 14 at El Paso, to Aug. 14, in re-applications for renewal of license of KSET El Paso, and consent to assignment of license.

KWHK Hutchinson, Kan.—Granted continuance of consolidated hearing presently scheduled for July 18 at Hutchinson, Kan. and July 21 at Wewoka, Okla., to Aug. 22 and 25, respectively, re application.

By Examiner J. D. Bond

Kansas City Bcstg. Co. Inc., Kansas City, Mo.—Passed over petition to amend application, scheduled Oral Argument before Examiner Bond July 10.

By Examiner Cooper

KGB San Diego, Calif.—Granted leave to amend application regarding engineering phases of application.

FCC's '51 Funds

(Continued from page 22)

less than that approved by the House and nearly $4 million short of budget estimates.

The committee urged that $200,000 of this allotment be set aside for Voice of America radio broadcasts "for the purpose of preserving friendships with the peoples of western European countries."

The group noted that the $47.3 million granted for the fiscal year ending June 30 included provision for non-recurring items, such as establishment of radio facilities, and funds for liquidation of prior contract authorizations totaling $11,475,000.

The President reportedly is readying a request for a new appropriation of about $100 million to cover expansion of State Dept.'s Voice of America and other information activities [BROADCASTING, July 10]. Meanwhile, Congress evidenced heavy support for increased funds (see separate story).

Before issuing its report, the Senate Appropriations Committee knocked out the Thomas-Taber and Jensen amendments—imposed by the House in the form of "riders"—which would have, respectively, (1) pared personnel in FCC and other non-military agencies up to 10% and (2) permitted them to fill only 10% of their job vacancies in any year. A Senate coalition bloc was seeking to restore them.

Commerce Dept.'s Bureau of the Census was given $28.5 million—$1 million below the House bill and $1,250,000 under budget estimates. Both the House and Senate agreed on a sum of $6 million to be used for expenditures incurred in compiling current census statistics.

Also within the Commerce Dept., the National Bureau of Standards' allocation for radio propagation was pared $100,000 from this year's total, $150,000 under budget figures, and $100,000 below the House version.

Budget estimates consisted of a $5,675,000 sum for contract authorizations for construction of a $4,475,000 radio laboratory building which the House approved. The Senate group, however, rejected funds for the building, explaining it "does not recommend" construction "at the present time."

It also gave Federal Trade Commission $3,916,695 for the new fiscal year—$266,695 over current funds and $50,000 more than the House allotted. The committee based its recommendation on need for funds for current preparation of an index of economic concentration and for legal investigation work.

Along defense lines, the committee noted in its report that it was "impressed with the importance" of work being done by the National Security Resources Board and urged unreservedly the full budget estimate of $3.5 million, partly to cover the "need for highly-qualified personnel."

July 13 Applications . . .

ACCEPTED FOR FILING

License Renewal

KEBE Jacksonville, Tex.—Request for license renewal AM station.

WTHS Miami, Fla.—Request for license renewal noncommercial educational FM station.

FM-93.1 mc

WFOB Fostoria, Ohio—CP FM station to change from Class A to Class B Chan. 226 (93.1 mc) ERP 1.350 kw, ant. 114 ft.

Modification of CP

WIOD-FM Miami, Fla.—Mod. CP new FM station for extension of completion date.

WOR-TV New York—Mod. CP new

(Continued on page 68)

McBRIDE

Senate Group May Probe Activities Of Prospective WMIE Stockholder

PROSPECT that the Senate Crime Investigating Committee would probe activities of Arthur B. McBride, principal in the proposed licensee of WMIE Miami, Fla., was indicated by committee spokesmen last week as the committee opened hearings in that city.

The group, headed by Sen. Estes Kefauver (D-Tenn.), has been delving into the relationship of wire services to gambling interests. FCC has been told that Mr. McBride organized the Continental Press Service, a principal subject in past committee hearings, and that it is now owned by his son, Edward J. McBride.

Arthur McBride and his business associate, Daniel Sherby, are owners of Sun Coast Broadcasting Co., now seeking FCC consent to assume direct control and operation of WMIE from Lincoln Operating Co., trustee of the station [BROADCASTING, June 12]. The Commission's own probe of the McBride-Sherby interests has been underway since July 1949.

NEWS DISCS

Import Aid Bills Prepared

LEGISLATION to hasten clearance of overseas news recordings and exempt State Dept. Voice of America recordings from import duty were ready for House consideration last week.

The House Ways and Means Committee last Thursday approved the recordings measure (HR 8726), introduced by Rep. Aime J. Forand (D-R. I.), which would eliminate many difficulties broadcasters have met with Customs officials in clearing incoming tape and disc recordings made by correspondents abroad [BROADCASTING, June 19].

Also hurdling the committee was a House bill (HR 8514) sponsored by the committee's chairman, Rep. Robert L. Doughton (D-N. C.), which would exempt Voice of America recordings from duties under the 1930 Tariff Act. A companion measure in the Senate already has been approved by the Senate Finance Committee and is awaiting action [BROADCASTING, June 5].

Book By Siepmann

RADIO, TELEVISION & SOCIETY. By Charles A. Siepmann, New York: Oxford University Press. $4.75.

ANOTHER book by one of the authors of the infamous FCC "Blue Book." Now a professor at New York U., he served as a consultant to FCC in 1945.

THE ONLY STATION THAT ACTUALLY DELIVERS
COMPREHENSIVE COVERAGE
In the Nation's Fastest Growing Market
PORTLAND OREGON
AFFILIATED WITH NBC
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

5000 WATTS
KROD
Key Station
SOUTHWEST NETWORK
600 - Top o' the Dial
CBS STAR IN THE SOUTHWESTERN SKY

Latest BMB figures again prove that KROD is your best radio buy in the El Paso Southwest. 44,045 radio homes listen to this popular CBS station in the steadily and soundly growing El Paso area. You can't afford *NOT* to include El Paso and KROD in your radio plans.

RODERICK BROADCASTING CO.
Dorrance D. Roderick, President
Val Lawrence, Vice-Pres. and Gen. Mgr.
Represented Nationally by
THE TAYLOR COMPANY

REACH THIS MARKET THROUGH YOUR SOUTHWESTERN SALESMAN

FCC Actions

(Continued from page 67)

Applications Cont.:

commercial TV station for extension of completion date to 2-15-51.

TENDERED FOR FILING

SSA—830 kc

WNYC New York—Request for SSA to operate additional time between 6 a.m. EST and sunrise New York and between sunset Minneapolis and 10 p.m. EST using directional antenna, beginning Sept. 2.

APPLICATION RETURNED

KPET Lamesa, Tex.—RETURNED application requesting SSA to remain on air 4 hours after sign-off time July 22 to broadcast election returns.

July 12 Applications . . .

ACCEPTED FOR FILING

License for CP

License to cover CP new AM station: WHRC Jacksonville, Fla.; KELY Ely, Nev.; WOPT Scriba, N. Y.; WPNF Brevard, N. C.

Modification of License

WERD Atlanta, Ga.—Mod. license to change from 860 kc 1 kw D to 860 kc 1 kw L.

Request for Extension

First Baptist Church, Pontiac, Mich.—Request for extension of authority to transmit programs to CKLW Windsor, Ont., beginning Aug. 13.

Modification of CP

Mod. CP new FM station for extension of completion date: WHMA-FM Anniston, Ala.; KRMD-FM Shreveport, La.; WTOL-FM Toledo, Ohio.

License Renewal

Request for license renewal FM station: KREI-FM Farmington, Mo.; WXNJ Plainfield, N. J.

TENDERED FOR FILING

AM-1460 kc

WBET Brockton, Mass.—CP AM station to change from 990 kc 1 kw D to 1460 kc 1 kw unl. DA-N.

FM APPLICATION DISMISSED

Lakes Area Bcstg. Co., Pryor, Okla.—DISMISSED July 10 application for Class A FM station, Chan. 265 (100.9 mc) ERP 230 w.

Available!*

Caroline Ellis, talented 15-year veteran radio personality, directs the KMBC-KFRM "Happy Home" women's commentary program. Gifted with a wonderful voice and a rich background, Caroline Ellis is one of the best known woman broadcasters. Repeatedly, her program has the highest rating of any woman's program in the Kansas City Primary Trade area.

Caroline Ellis

Caroline is sponsored by the Celanese Corporation of America, and has just completed a successful campaign in behalf of a regional advertiser, with seasonal business.

Contact us, or any Free & Peters "Colonel" on her two availabilities!

*Available Tuesday and Thursday.

KMBC of Kansas City

KFRM for Rural Kansas

FCC roundup

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO JULY 13

Summary of Authorizations, Stations On the Air, Applications

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM stations	2,145	2,120	182		287	260
FM stations	693	500	226	3*	18	13
TV stations	106	45	64		353	182

* Two on the air.

CALL ASSIGNMENTS: KALT Atlanta, Tex. (Ark La-Tex Bcstg. Co., 900 kc, 1 kw day); KBIG Guthrie, Okla. (Leader Pub. Co., 1490 kc, 250 w unlimited); KBOE Oskaloosa, Ia. (Oskaloosa Bcstg. Co., 740 kc, 250 w day); KCLS Flagstaff, Ariz. (Saunders Bcstg. Co., 1220 kc, 250 w day); KNEA Jonesboro, Ark. (Radio Jonesboro Inc., 970 kc, 1 kw fulltime); KPOC Pocahontas, Ark. (Pocahontas Radio Inc., 1420 kc, 1 kw day); KRVN Lexington, Neb. (Nebraska Rural Radio Assn., 1010 kc, 25 kw day); WAAA Winston-Salem, N. C. (Community Bcstg. Service Inc., 980 kc, 1 kw day); WAKE Greenville, S. C. (Piedmont Bcstg. Co., 1490 kc, 250 w unlimited); WBIP Booneville, Miss. (Booneville Bcstg. Co., 1400 kc, 250 w unlimited); WDLG Manistee, Mich. (Manistee Radio Corp., 1340 kc, 250 w unlimited); WETO Gadsden, Ala. (Gadsden Radio Co., 930 kc, 1 kw day); WGHN Grand Haven, Mich. (Grand Haven Bcstg. Co., 1490 kc, 250 w unlimited); WHNY Huntington, N. Y. (Huntington-Montauk Bcstg. Co., 740 kc, 1 kw day); WLAP-FM Lexington, Ky. (American Bcstg. Corp., (94.5 mc) Chan. 233); WSDC Marine City, Mich. (Radio St. Clair Inc., 1590 kc, 1 kw day); WSMI Litchfield, Ill. (Mid-Illinois Bcstg. Co., 1540 kc, 1 kw day).

• • •

Docket Actions . . .

FINAL DECISION

Desert Bcstg. Co., Palm Springs, Calif.—Announced final decision to deny for default application of Desert Bcstg. Co., for new station on 1000 kc, 1 kw fulltime, DA-N at Palm Springs, Calif. Decision July 7.

INITIAL DECISIONS

WKAP Allentown; WSCR Scranton, Pa.—Issued initial decision by Examiner Hugh B. Hutchison to grant application of WKAP to change from 1580 kc, 1 kw day to 1320 kc, 1 kw fulltime, DA-N, cond.; and grant of application of WSCR Scranton to change from 1000 kc, 1 kw day to 1320 kc, 1 kw day, 500 w night, directional, cond. Decision July 11.

KCRO Englewood, Col.—Initial decision issued by Commissioner Paul A. Walker to affirm Commission's order of Oct. 14, 1949, to revoke CP granted to Colorado Bcstg. Co., for new station at Englewood on 1380 kc, 1 kw day. See story this issue. Decision July 13.

ORDER

WRIB Providence, R. I.—Commission by order, set aside and vacated initial decision to grant WRIB modification of CP to change from 1220 kc 250 w day to 1 kw day, install new trans. Ordered record reopened to afford WRIB opportunity to establish facts recited in affidavits submitted on May 8 and 9. Order July 11.

Non-Docket Actions . . .

TRANSFER GRANT

KTED Laguna Beach, Calif.—Granted assignment of license from Thomas E. Danson tr/as Universal Radio Features Syndicate, licensee, to KTED Inc. a new corporation. Mr. Danson will sell 80,000 sh common stock for $1.00 per sh. Corporate form desired as accounts receivable will not carry the financial burden of station. KTED is assigned 1 kw day, 250 w night, DA-1, on 1520 kc. Granted July 11.

New Applications . . .

AM APPLICATIONS

Mayaguez, P. R.—Jose Ramon Quinones, 1190 kc, 250 w unlimited. Estimated construction cost: $22,296.51. Mr. Quinones is president of the Peurto Rico Farm Bureau and licensee of WAPA San Juan. Filed July 10.

New Castle, Pa.—Greater New Castle Bcstg. Corp., 1460 kc, 1 kw day. Estimated construction cost $14,710.36. Principals include: Thomas J. Huber, vice president Logan Hotel, Tyrone, Pa., president 27%; Robert R. Michael, announcer and music director WRTA Altoona, vice president 15%; Elsie Huber Davis, retired owner Logan Hotel, treasurer 50%; George R. Shaffer, engineer WRTA and WFBG (FM). Filed July 12.

East Rainelle, W. Va.—Greenbrier Bcstg. Co., 1450 kc, 250 w unlimited. Estimated construction cost $16,400. Sam W. Caudill, individual owner is assistant manager Hash Furniture Co., Beckley, W. Va. and is in partnership with G. Lester Hash in Swiss Coal Co. Filed July 7.

TV APPLICATION

Columbus, Ohio—Ohio State U., application for new noncommercial television station, Chan. 12 (204-210 mc), ERP 25.9 kw vis., 13 kw aur., ant. 500 ft. Estimated construction cost $208,035. Ohio State is licensee, WOSU-AM-FM. Filed July 12.

TRANSFER REQUESTS

WDUK Durham, N. C.—Assignment of license from WDUK Inc., licensee, to Durham Bcstg. Enterprises Inc., new corporation. Transfer constitutes merger between WDUK and WTIK. License of WDUK will be owned 50% by WTIK and 50% by Virginia and Harman Duncan who hold interest in WDUK. J. Floyd Fletcher is principal stockholder WTIK. Consideration is $28,000. See story BROADCASTING July 10, p. 28. Filed July 10. WDUK is assigned 1310 kc, 1 kw day, 500 w night, directional. Filed July 10.

WGAP Maryville, Tenn.—Assignment of license from George R. Dempster and V. H. McLean d/b as Gateway Bcstg. Co., licensee, to Harry C. Weaver and Frank H. Corbett d/b as Aluminum Cities Bcstg. Co. for consideration of $37,500. Mr. Weaver is commercial manager WATO Oak Ridge, Tenn. and Mr. Corbett was previously with WGAP. WGAP is assigned 250 w day on 1400 kc. Filed July 10.

WRHC Jacksonville, Fla.—Assignment of CP from Harold S. Cohn and Bert Richmond d/b as Radio South, permittee, to Radio Station WRHC Inc. In new corporation Mr. Cohn will hold 90% and Mr. Richmond 10%, which will more accurately reflect their respective participation in station affairs. Consideration $10,000. WRHC is assigned 250 w fulltime on 1400 kc. Filed July 13.

KDAC Fort Bragg, Calif.—Assignment of construction permit from To R. Amarante, John A. Brush, Matl Thompson and Edward Mertle, nership d/b as Mendocino Coast Bc Co. to Charles R. Weller, receive Dispute among partners as to respe tive contributions to capital assets partnership resulted in court acti being filed in Superior Court State California. Court deemed it advisab to appoint a receiver while respecti rights of parties in co-partnership determined. KDAC is assigned 25 fulltime on 1230 kc. Filed July 7.

KSYL Alexandria, La.—Assignme of license from Sylvan Fox and Har M. Wheelahan d/b as Radio Stati KSYL to KSYL Inc. Sylvan Fox changing his residence to another c and wishes to sell his interest to h father Milton Fox, presently sales ma ager KSYL. Consideration to be ½ n net worth of partnership. Ownership new corporation: Milton Fox, presid 49½%; Mrs. Milton Fox, treasurer 1 Mr. Wheelahan 49½%; Mrs. Wheelaha secretary 1%. KSYL is assigned 25 fulltime on 1400 kc. Filed July 7.

KNEU Provo, Utah—Assignment license from Lester R. Taylor t Mid-Utah Bcstg. Co., licensee, to grou of 12 stockholders. Because of health Lester R. Taylor desires le active participation in station, he r tains .4779%. Henry M. Hilton, present station manager KNEU acquires interest as does Reginald Johnson, engineer-accountant KNAK Salt Lak City, Harvey Jeppsen, accountan KNAK and James C. Wallentine, l censee, KJAM Vernal, Utah. Consider tion $19,765. KNEU operates with 5 w fulltime on 1450 kc. Filed July 7.

KOCS and KEDO (FM) Ontario, Cal—Assignment of licenses from Jere Appleby Harnish, Carlton R. Apple and Walter Axley, d/b as The Da Report to Mrs. Jerene Appleby Harnis Carlton R. Appleby, Walter Axley a Ernest Atkinson d/b as The Daily P port. Mr. Atkinson, manager of s newspaper, buys ½ of 1% from Ye Harnish for $2,500. Mr. Carlton Appleby, 12% stockholder buys an ad tional ½ of 1% for $8,000. KOCS assigned 250 w day on 1510 kc. Fil July 6.

KELK Elko, Nev.—Transfer of co trol in Elko Bcstg. Co., by sale 39.53% of stock of R. C. Ellis u issuance of additional stock. Trans requested to correct condition aris from transferor not purchasing all stock subscribed and additional sto authorized and issued to allow gre participation by other Elko busine men. It has never been the intent of Mr. Ellis to be dominant stockhold KELK is assigned 250 w fulltime 1340 kc. Filed July 6.

KGAK Gallup, N. M.—Assignment license from Rio Grande Bcstg. Inc., licensee, to Thunderbird Bc Co., new company for $8,000. Mr Tucker original stockholder rema increasing his holdings from 33⅓ 75%. Bernard J. Fitzpatrick holds 2 and Mida Tucker and Louise F patrick each hold one qualifying sh with beneficial ownership vested their respective husbands. Mr. Tucke other radio interests include KO Albuquerque. KTRC Santa Fe, KRSN Los Alamos. KGAK is assig 250 w fulltime on 1230 kc. Filed July

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CITIES Service will take NBC's *of America* to Chicago for one special show at Chicago Fair July

DO YOU WANT RESULTS FROM YOUR ADVERTISING DOLLAR?

➔ *See Centerspread This Issue* ←

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

Code

(Continued from page 18)

will conflict with the censorship of the country in which the information originates.

(p) **General.**—

Casualties.—Identification of combat casualties until made available for publication by the War or Navy Departments or the next of kin.

Strategy.—Secret war plans, or diplomatic negotiations or conversations which concern military operations.

Art objects, historical data.—Information disclosing the new location of national archives, or of public or private art treasures.

Diplomatic information. — Information about the movements of the President of the United States (including advance notice of the place from which he will broadcast); information of official military or diplomatic missions of the United States or of any other nation opposing the Axis powers—routes, schedules, destination, within or without continental United States; movements of ranking Army or Naval officers and staffs on official missions; movements of other individuals or units on military or diplomatic missions.

II. PROGRAMS

These suggestions are made in order that broadcasters will have a pattern to follow in accomplishing the most important censorship function of program operation: keeping the microphone under the complete control of the station management, or its representatives.

(a) **Request programs.**—*Music.*—No telephoned or telegraphed requests for musical selections should be accepted. No requests for musical selections made by word-of-mouth at the origin of broadcast, whether studio or remote, should be honored.

Talk.—No telephoned or telegraphed requests for service announcements should be honored, except as hereinafter qualified. Such service announcements would include information relating to—

Lost pets.	Club meetings.
"Swap" ads.	Club programs, etc.
Mass meetings.	Vital statistics.
Personal messages.	

The same precautions should be observed in accepting "classified advertisements" for broadcasting.

No telephoned, telegraphed, or word-of-mouth dedications or program features or segments thereof should be broadcast. No telephoned, telegraphed, or word-of-mouth auction bids, contributions or similar acknowledgments from listeners, should be broadcast.

Exceptions. — Emergency announcements (such as those seeking blood donors, doctors, lost persons, lost property, etc.) may be handled in conventional manner if the broadcaster confirms their origin. They should emanate from the police, the Red Cross, or similar recognized governmental or civilian agency.

Service announcements may be honored when source is checked and material is submitted in writing, subject to rewriting by station continuity staff. Requests for the broadcast of greetings or other programs to commemorate personal anniversaries may be honored if the actual broadcast is not made on the anniversary date or at the time or on the date designated in the request.

ALL requests, subject to the above qualifications, may be honored when submitted via mail, or otherwise in writing if they are held for an unspecified length of time and if the broadcaster staggers the order in which such requests are honored, rewriting any text which may be broadcast.

(b) **Quiz programs.**—It is requested that all audience-participation type quiz programs originating from remote points, either by wire, transcription, or short wave, should not be broadcast, except as qualified hereinafter. Any program which permits the public accessibility to an open microphone is dangerous and should be carefully supervised. Because of the nature of quiz programs, in which the public is not only permitted access to the microphone but encouraged to speak into it, the danger of usurpation by the enemy is enhanced. The greatest danger here lies in the informal interview conducted in a small group—10 to 25 people. In larger groups, where participants are selected from a theater audience, for example, the danger is not so great.

Generally speaking, any quiz program originating remotely, wherein the group is small, wherein no arrangement exists for investigating the background of participants and wherein extraneous background noises cannot be eliminated at the discretion of the broadcaster, should not be broadcast. Included in this classification are all such productions as man-in-the-street interviews, airport interviews, train terminal interviews, and so forth.

In all studio-audience type quiz shows, where the audience from which interviewees are to be selected numbers less than 50 people, program conductors are asked to exercise special care. They should devise a method whereby no individual seeking participation can be *guaranteed* participation.

(c) **Forums and interviews.**—During forums in which the general public is permitted extemporaneous comment, panel discussions in which more than two persons participate, and interviews conducted by authorized employees of the broadcasting company, broadcasters should devise methods guaranteeing against the release of any information which might aid the enemy as described in Section I of the Code. If there is doubt concerning the acceptability of material to be used in interviews, complete scripts should be submitted to the Office of Censorship for review. (See Par. (*l*) sec. I.)

(d) **Special-events reporting** (ad lib).—Special-events reporters should study carefully the restrictions suggested in Section I of the Code, especially those referring to interviews and descriptions following enemy offensive action. Reporters and commentators should guard against use of descriptive material which might be employed by the enemy in plotting an area for attack.

If special programs which might be considered doubtful enterprises in view of our effort to keep information of value from the enemy are planned, outlines should be submitted to the Office of Censorship.

(See also Par. (*a*), sec. I.)

(e) **Simulated air raids, blackouts.**—In view of the provisions contained in Paragraph (*f*), Section I, of this Code, which prescribe radio silence at the scene of an air raid until the "all clear," it is the belief of this office, in which the Office of Civilian Defense concurs, that broadcasting stations should not employ their facilities during a simulated air raid in any way which would encourage listeners to rely upon the medium for advice and assistance should an actual raid occur. This is intended to place no proscription on the legitimate broadcast of descriptions and commentaries dealing with simulated air raids and blackouts after the events have been conducted.

(f) **Commercial continuity.**—Broadcasters should be alert to prevent the transmission of subversive or restricted information through the use of commercial continuity in program or announcement broadcasts. In this connection, the continuity editor should regard his responsibility as equal to that of the news editor.

III. FOREIGN LANGUAGE BROADCASTS

(a) **Personnel.**—The Office of Censorship, by direction of the President, is charged with the responsibility of removing from the air all those engaged in foreign language broadcasting who, in the judgment of appointed authorities in the Office of Censorship, endanger the war effort of the United Nations by their connections, direct or indirect, with the medium. Bases of judgment in exercising this function will be twofold: (1) current material written for broadcast or broadcast over American facilities; (2) past and/or present conduct of the individual, including evidence substantiating his sympathy with the regimes of our enemies. This function of the Office of Censorship is not intended to relieve in any measure the full responsibility resting with the management of the foreign language broadcasting station to employ only those whose loyalty he does not question. There extends to such broadcast management the additional responsibility to report to the Office of Censorship the names of any personnel in this field who might be suspected for any reason.

(b) **Scripts.**—Station managements are requested to require all persons who broadcast in a foreign language to submit to the management in advance of broadcast complete scripts or transcriptions of such material. (This procedure does not apply to programs originated and produced by the Office of War Information and distributed to foreign language stations.) It is further requested that this material be checked "on the air" against the approved script and that no deviations therefrom be permitted. These scripts or transcriptions should be kept on file at the station.

(c) **Censors and monitors.** — In order that these functions can be performed in a manner consistent with the demands of security, station managers are reminded that their staffs should include capable linguists as censors and monitors whose duty it will be to review all scripts in advance of broadcast and check them during broadcast against deviation.

(d) **Submission of scripts.** — From time to time the Office of Censorship will ask foreign language broadcasters to submit specified scripts to this office for review. If a station obtains its foreign language program from another originating point via network, these requirements do not apply; in such event the originating station will be held responsible for fulfilling the requests contained herein.

(e) Station managements are reminded that all provisions of this code, as outlined in Sections I and II, apply equally to foreign language broadcasting.

Broadcasters should ask themselves, "Is this information of value to the enemy?" If the answer is "Yes," they should not use it. If doubtful, they should measure the material against the Code.

From time to time the Office of Censorship may find it necessary to issue further communications either to interpret certain existing requests, amend or delete them, or otherwise to cover special emergency conditions. Such communications will be addressed to managers of radio stations and networks and should receive preferential attention.

If information concerning any phase of the war effort should be made available anywhere, which seems to come from doubtful authority, or to be in conflict with the general aims of these requests; or if special restrictions requested locally or otherwise by various authorities seem unreasonable or out of harmony with this summary, it is recommended that the question be submitted at once to the Office of Censorship, Washington. Telephone: Executive 3800; Teletype WA-434.

THE OFFICE OF CENSORSHIP,
BYRON PRICE, *Director.*
Dec. 1, 1943.

DISTRICT MEETS

NAB Completing Schedules

LOOSE ends in the NAB district meeting schedule, opening Aug. 14-15 in District 17 at the Benjamin Franklin Hotel, Seattle, were being cleared up last week at Washington headquarters.

Formal announcement of the District 17 meeting in Seattle [BROADCASTING, July 3] was made with sending out of invitations to stations. The Seattle session kicks off a series that will wind up in November.

Site of the District 11 meeting in St. Paul Sept. 25-26 will be the St. Paul Hotel. The Nov. 2-3 meeting of District 4 will be held at Williamsburg (Va.) Inn and Lodge.

Still in the balance is the proposal to hold a joint meeting of Districts 15 and 16 at Monterey, Calif. Aug. 21-22.

• Well established, reliable radio executive seeks partnership capital in syndication venture that is salable and sound.

BOX 806F, BROADCASTING

FOR INCREASED SPOT BILLINGS
CONTACT
JOSEPH HERSHEY McGILLVRA, INC.
Murray Hill 2-8755

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Republic

WANDERIN'

On Records:

Sammy Kaye—Vic. 20-3680; Robert Merrill—Vic. 10-1542.

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

...at deadline

WVET TRANSFER REQUEST DISMISSED BY FCC

APPLICATION for transfer of control of WVET Rochester, N. Y., to Security Trust Co. there dismissed by FCC Friday upon station's request. FCC also cancelled hearing on whether WVET had delegated certain rights to bank without approval [BROADCASTING, July 3].

Dismissal of transfer had been requested following execution of new loan agreement with bank which cancelled earlier loan pledging stock as collateral. WVET said new loan occasioned by improved earnings last two months of 1949 and first five months of this year. Transfer application had stemmed from station's failure to meet all conditions of earlier $110,000 loan. WVET assigned 5 kw on 1280 kc.

HEARINGS DESIGNATED

REVOCATIONS of KFTM Fort Morgan, Col., and WXLT Ely, Minn., designated for hearing by FCC Friday upon request of stations. Comr. George E. Sterling to preside Sept. 20 in Fort Morgan and Sept. 27 in Ely. Stations may continue operation pending decisions on hearings. Licenses of both had been revoked on ground of alleged transfer of control without FCC approval [BROADCASTING, May 29].

KIBE PALO ALTO SOLD

KIBE Palo Alto, Calif., sold by D & K Broadcasting Co. for $45,000 to J. B. Rhodes, former KRSC Seattle account executive, subject to FCC approval. KIBE chief owner-general manager is Millard R. Kibbe. KIBE assigned 1220 kc, 250 w daytime. Sale handled by Blackburn-Hamilton Co.

KENDRICK, CRONKITE NAMED TO CBS NEWS STAFF

VETERAN foreign correspondents Alexander Kendrick and Walter Cronkite join CBS news staff now being remoulded because of world conditions. Edmund Chester, CBS director of news, said their first assignment would be CBS Washington to be made available for reassignment to any part of world.

Mr. Kendrick, 1939-40 Nieman Fellow at Harvard, and veteran of 20 years foreign reporting, was CBS correspondent in Middle East during 1948-49. Mr. Cronkite, former UP correspondent in Atlantic, European and Middle East Theaters during last war, covered Nuremburg trials and was UP bureau chief in Russia for two years.

ABC NAMES MERKLE

JOSEPH L. MERKLE, stations relations manager of DuMont network, New York, joining ABC station relations department as regional manager in TV. Robert Jamieson, traffic manager, succeeds Mr. Merkle (early story page 34).

TO SPONSOR FAYE EMERSON

PEPSI-COLA Co., New York, will feature Faye Emerson in thrice-weekly CBS-TV series, Tues., Thurs. and Sat., 7:45-8 p.m., starting Sept. 26. Agency for program is Biow Co., New York.

STEWART-WARNER'S FOSSUM BACKS FCC ON TV STAND

CHICAGO manufacturer Friday praised FCC for "looking after public interest and sincerely trying to do good job in finding right answer (TV-wise) for greatest good for largest number of people." Speaking at annual distributors convention of Stewart-Warner Electric, E. G. Fossum, general manager of company, acknowledged that Commission has "several serious problems" on its hands and even if it allocates UHF channels this fall "building of television stations and special sets for UHF will be project for next year."

"If FCC adopts color standards this fall, 1951 will be experimental year of pilot runs and extremely high-cost sets," Mr. Fossum predicted. He also noted that "no company, to the best of our knowledge, has yet developed production tuners and components for UHF—at least not for handling all 42 channels anticipated."

Stewart-Warner unveiled 10 new television models at convention, held in Chicago's Knickerbocker Hotel.

McNUTT NAMED CHAIRMAN OF UNITED ARTISTS' BOARD

SHAKEUP in management of United Artists Film Corp., placing Paul V. McNutt as board chairman with group of unnamed stockholders gaining control, starts speculation in Hollywood whether firm will be first major moving picture organization to break deadlock and produce films for television.

Besides Mr. McNutt, New York attorney and former Indiana governor, new board of directors includes: Frank L. McNamee, Philadelphia, president; Mary Pickford, vice president, and Max Kravetz, secretary. Stock held by Miss Pickford, Charles Chaplin and Mr. McNutt, acting as trustee for undisclosed principals. Talk prevalent that TV interests bought into long dormant company and intends immediate resumption of production.

Mr. McNutt let it be known that United Artists is very much interested in television. Said it will not be treated as enemy to motion picture industry, but as eventual aid.

RTMA-IRE MEET SET

RTMA President Robert C. Sprague will address annual radio fall meeting of Radio-Television Mfrs. Assn. and Institute of Radio Engineers, joint program committee announced Friday. He will speak Tuesday, Oct. 31, at dinner climaxing engineers meet set for Hotel Syracuse, Syracuse, N. Y., Oct. 31-Nov. 1. Dr. W. R. G. Baker, RTMA engineering director, will preside. Sessions scheduled on television problems, audio developments, quality control and general topics.

BRACH SIGNS FOR TV SERIES

E. J. BRACH & SONS, Chicago (candy), signed Friday to sponsor Gene Autry TV film series on 15 stations starting Sept. 17 for 13 weeks through J. Walter Thompson, Chicago. Half-hour feature will be telecast once weekly as first runs in 14 markets and as second run in Chicago. Products to be advertised have not been chosen.

Closed Circuit

(Continued from page 4)

caster committee to advise on industry's r in military planning.

UNIQUE action, earmarking $200,000 f World Wide Broadcasting Corp. programmi to Europe alongside Voice of America w taken by Senate last Thursday in considerin overall Voice appropriation. Although Sena voted to cut original budget, it heeded plea Walter Lemmon, World Wide president, a specified $200,000 for programming und State Dept. auspices.

ROY GARN Advertising agency, New Yor looking for regional TV network to place hal hour show featuring Jack Lacy for nation chrome furniture company.

UNIVERSAL APPLIANCE INC. (Stroke Saver Irons), through its agency, Gould Tierney, New York, preparing radio campaig of participation programs in approximate 32 markets.

ARTCRAFT HOSIERY MILLS, throug agency, Lawrence Boles Hicks, New York, pr paring spot announcement television campaig starting in fall, for eight weeks in 15 market

HAZARD ADV. CORP., New York, preparin test radio campaigns for two of its client American Cyanamid Co. (tobacco weed killer in Lexington, Ky., and Johnstown, Tenn., an Cotton Defoliant in Georgia.

FORD DEALERS, through J. Walter Thomp son Co., New York, trying to clear time midwest TV network to sponsor highlights Big Ten football games.

STILL in gleam-in-eye stage is proposal bring antitrust proceedings against networ because of their cold-shouldering of aspirin FM affiliates.

CITIES SERVICE *Band of America*, whic tried simulcasts on NBC and NBC-TV la season, plans return to TV this fall. Accou placed through Ellington & Co. with M. Aylesworth, NBC's first president, as t consultant.

RADIO TIME VALUES COVERED IN ANA REPORT

PROBLEM of declining radio time valu primarily from television inroads, is destin to become more acute and cannot be offset b claims of additional homes, according to repo sent Friday to members of Assn. of Nation Advertisers using broadcast advertising either radio or television. ANA's radio a TV steering committee, which prepared repo asked member comments and criticisms of co clusion reached.

Concurrently, ANA invited four radio n works to send representatives to meet wi committee July 26 to receive formal presenta tion of report. Heading up committee w William Brooks Smith, director of advertisi Thomas J. Lipton Inc., chairman, and Howa M. Chapin, director of advertising, Gener Foods Corp., vice chairman.

GENERAL SHOE NAMES AGENC

GENERAL SHOE CORP., Nashville, Te (Edgewood Shoe Co., Friendly Shoes for Te Agers), names Anderson, Davis & Platte In New York, as agency. Television probabl will be used.

XUM

113% GREATER

Total Weekly Family Audience

NIGHT TIME

WTAG with 133,360 delivers 113% more families than the closest second station

246% GREATER

6 or 7 NIGHTS Families

WTAG with 91,030 delivers 246% more families than the closest second station

BMB Station Audience Report *Spring 1949*

WTAG

WORCESTER

BASIC CBS 580 KC

Industrial Capital of New England

See Rayner for all details